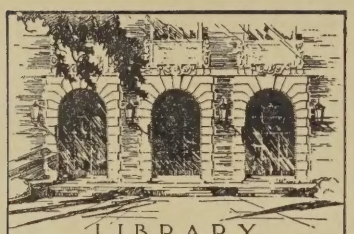

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NATIONAL PRINTER JOURNALIST

CHICAGO NEW YORK

JANUARY 1 NUMBER

1905

Volume 22 Price 20c

Number 1 Per Copy

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NEW YORK

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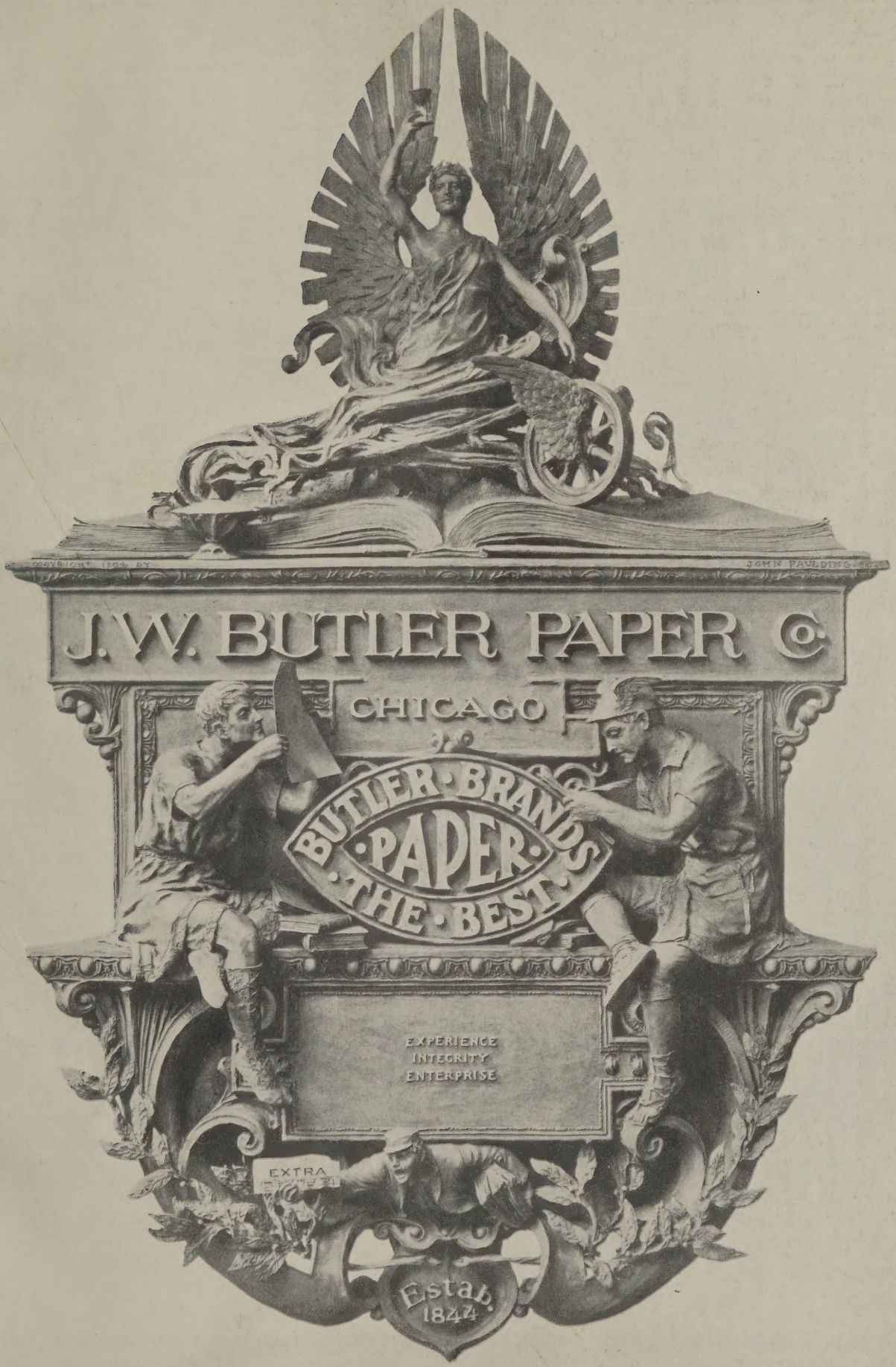
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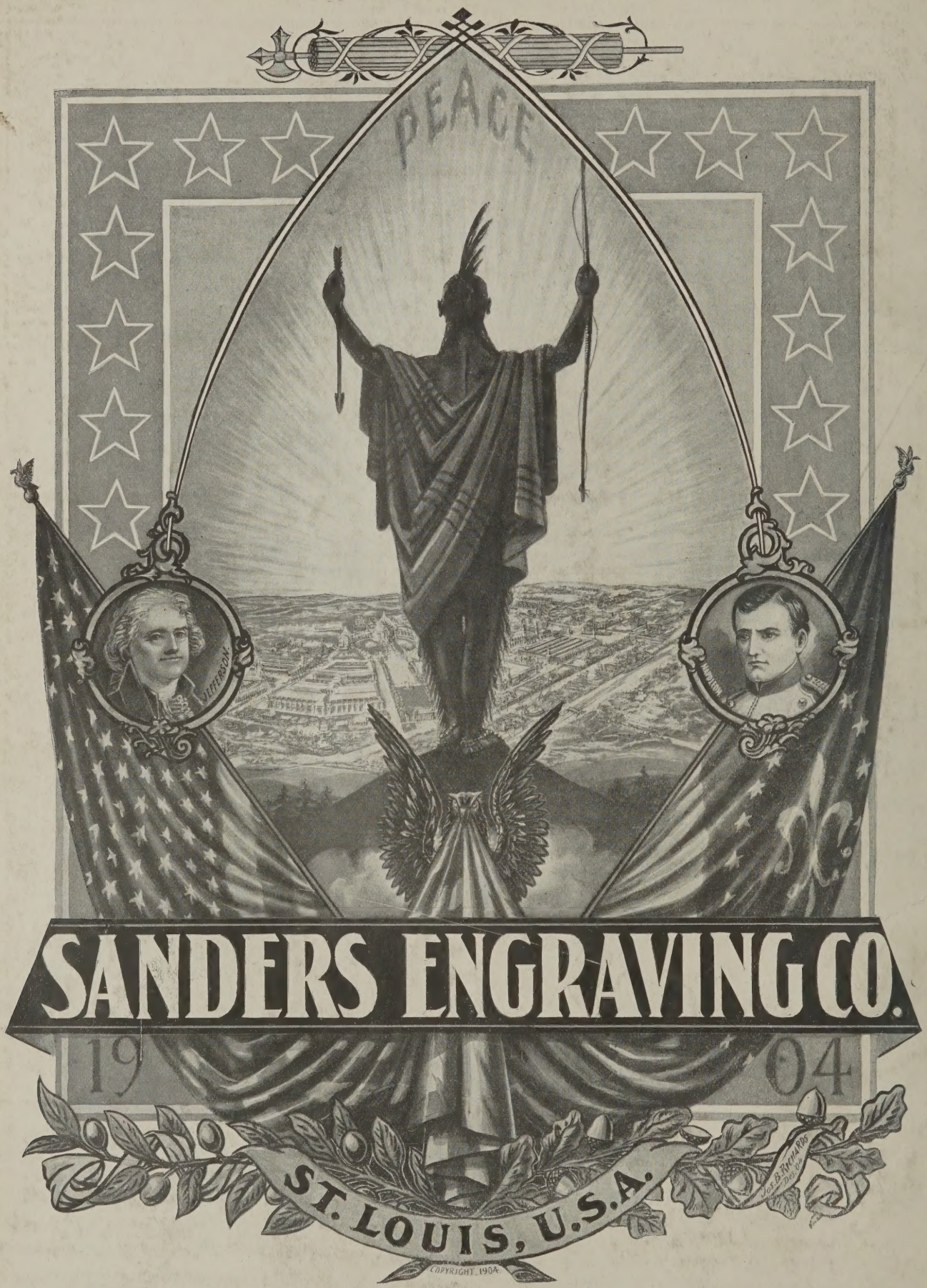

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SIMPLEX

One-Man Type Setter

Costs $300.00

LET US TELL YOU ALL ABOUT IT

IF a publisher installs a Simplex Machine, paying $300 down, the balance being paid out of what the machine saves each month from his pay-roll, then the Simplex has cost him only $300. Without the Simplex he would have continued to pay out that extra money for hand work, and had nothing to show for it. ¶ Lots of publishers are doing this with the Simplex.

Read this letter, for instance:

Gentlemen: *Greeley, Colo., Sept. 18.*

I shall make my last payment on the Simplex machine the first of next month. I consider it has paid for itself out of the saving in the pay-roll, had I set the usual amount of type after getting it. As a matter of fact, I have set more than double that I formerly set, and one man three days a week did all my work up to the time of starting the daily edition. With the exception of a single piece which was carelessly damaged, my machine is as good to-day as when it was set up. We are running a five column folio daily now, and the operator puts in nine hours a day and six days in the week. *Yours truly,* *C. H. WOLFE.*

¶ Why isn't this a good example to follow? Put some of your pay-roll into your plant, and save money at the same time.

The UNITYPE COMPANY

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Lever and Bench Cutters

16, 19, 23, 26, 30 and 32 inches

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JANUARY FIRST—A DAY OF RECKONING

THE MYTHICAL PROFIT AND LOSS ACCOUNT

ATTHEWS

Have you ever considered **WHAT YOUR TOTAL EARNINGS OUGHT TO BE** annually? **THEY OUGHT TO BE AT LEAST** twenty per cent. of the total capital invested [owned and borrowed] in your business—exclusive of your own salary. **WHY? BECAUSE!** Ten per cent. of your total capital is the least that any investor would recognize as a fair annual return from capital invested in a **MANUFACTURING** risk. Eight per cent. of your total capital [or ten per cent. of your plant] is consumed by [average] depreciation annually. Two per cent. of your total capital is consumed by [average] bad debts and other contingencies annually. **WILL YOURS BE ANYWHERE NEAR IT?** or will they be only a little more than enough to cover depreciation and bad debts, and thereby leave comparatively no return on your investment? The value of **"FUNDAMENTAL PRINCIPLES OF ASCERTAINING COST OF MANUFACTURING"** can perhaps be appreciated better when reckoning the mythical profit and loss account than at any other time, because it clearly explains many of the most vital reasons **WHY THE MAJORITY OF PRINTING PLANTS DO NOT EARN EVEN ENOUGH TO PAY PROPRIETOR'S SALARY, BAD DEBTS AND DEPRECIATION,** and because it will undoubtedly show ways and means of **INCREASING** future earnings, no matter how good or bad they may be now. **FUNDAMENTAL PRINCIPLES OF ASCERTAINING COST OF MANUFACTURING** is "a book in which the underlying principles of the problem of cost in printing are more nearly ascertained and explained than any other work has ever succeeded in doing."—*Press and Printer*, **BOSTON.** And it has been extraordinarily

ENDORSED THROUGHOUT THE ENGLISH SPEAKING WORLD

Seeing it is "caviare to the general" British printers should study it.—*British Colonial Printer and Stationer*, **LONDON, ENG.** Even though it cost many times what it does, it would still prove a dividend-paying investment.—*Fredk. M. Sheldon, Esq.*, **VERMONT.** Master printers would find this book a source of information that would be a revelation—*The American Printer*, **NEW YORK.** It is the ablest exposition of the subject I ever saw.—*Paul Nathan*, **NEW YORK.** It is a very able treatment of a much abused and apparently unknown condition of affairs in the printing business.—*W. F. Powers, Esq.*, **NEW YORK.** With the aid of this splendid book, if the system is carried out, we will see fewer printing offices for sale.—*Scientific American*, **NEW YORK.** It is a work of great erudition, and if a printer will study it he will find it the best investment he has ever made.—*Geo. E. Matthews, Esq.*, **BUFFALO, N. Y.** The book contains some new and rather original ideas, which, in our judgment, are worth the price.—*Buffalo Audit Co.*, **BUFFALO, N. Y.** I wish every printer had a copy; it would do more toward putting the printing business on a firm and paying foundation than anything else.—*W. C. Nunemacher, Esq.*, **ATLANTA, GA.** There is no question but that a fixed cost, such as you outline, is essential in figuring cost.—*G. F. Watts, Esq., Baker-Vawter Co.*, **CHICAGO.** The craft is in as sore need of it as ever in the days of old were the tribes of Israel in need of the burning words of the prophets.—*Inland Printer*, **CHICAGO.** Ideas of the value of those presented are not to be picked up on every hand—*National Printer-Journalist*, **CHICAGO.** I consider it one of the finest books I ever read on this subject—*Wyatt Shallcross, Esq.*, **ST. LOUIS.** It is a practical mental photographic digest of items of cost as they are employed in the printing business.—*The Progressive Printer*, **ST. LOUIS.** I was very much surprised at the vast amount of useful knowledge it contains.—*Walter B. Woodward, Esq., Woodward & Tiernan Co.*, **ST. LOUIS.** I believe it will mark an era in the "business end" of the printing trade if those most vitally interested will take time to study the book.—*Chas. Gillette, Esq.*, **MILWAUKEE.** The book is very helpful, full of truisms, and has rendered a great service to the printing fraternity generally.—*W. Hodgson, Esq.*, Brisbane, **AUSTRALIA**; and many others from **ENGLAND, SCOTLAND, CANADA, MASSACHUSETTS, CONNECTICUT, NEW YORK, NEW JERSEY, PENNSYLVANIA, MARYLAND, DISTRICT OF COLUMBIA, NORTH CAROLINA, SOUTH CAROLINA, VIRGINIA, WEST VIRGINIA, GEORGIA, TENNESSEE, LOUISIANA, TEXAS, OHIO, INDIANA, ILLINOIS, MICHIGAN, WISCONSIN, MISSOURI, MINNESOTA, NEBRASKA, KANSAS, COLORADO, MONTANA, WASHINGTON, CALIFORNIA, AUSTRALIA.**

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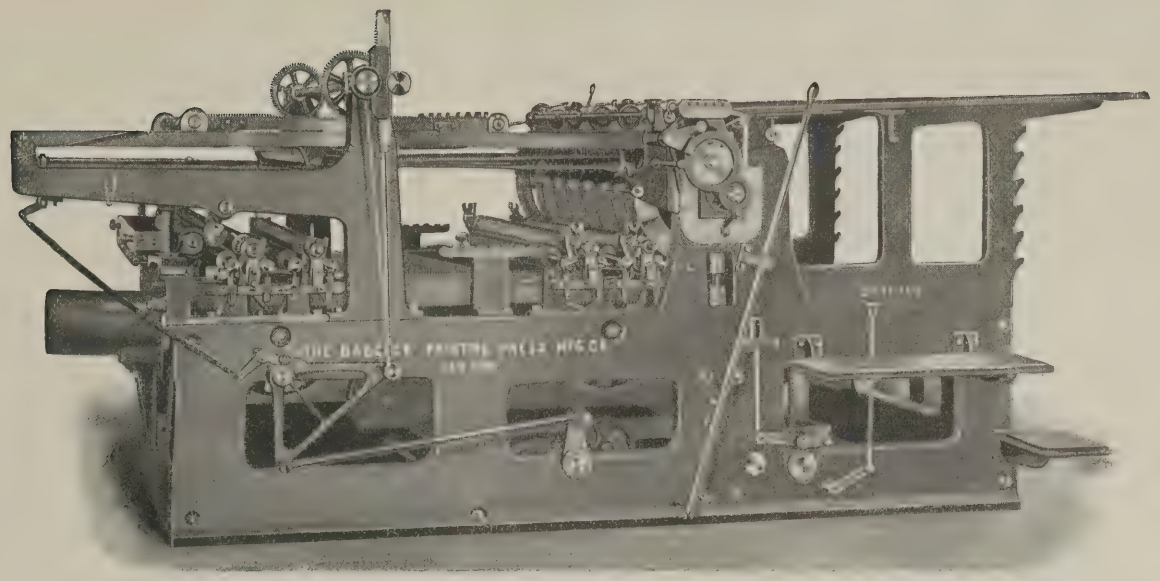
HEAD AND SHOULDERS ABOVE

All Other Makes—QUEEN CITY INK



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THE OPTIMUS
THE OPTIMUS

"If you buy any one of four or five presses you will make no mistake," is a thoughtless utterance, founded in ignorance, and misleading. Only the ill-informed and the indifferent give voice to it.

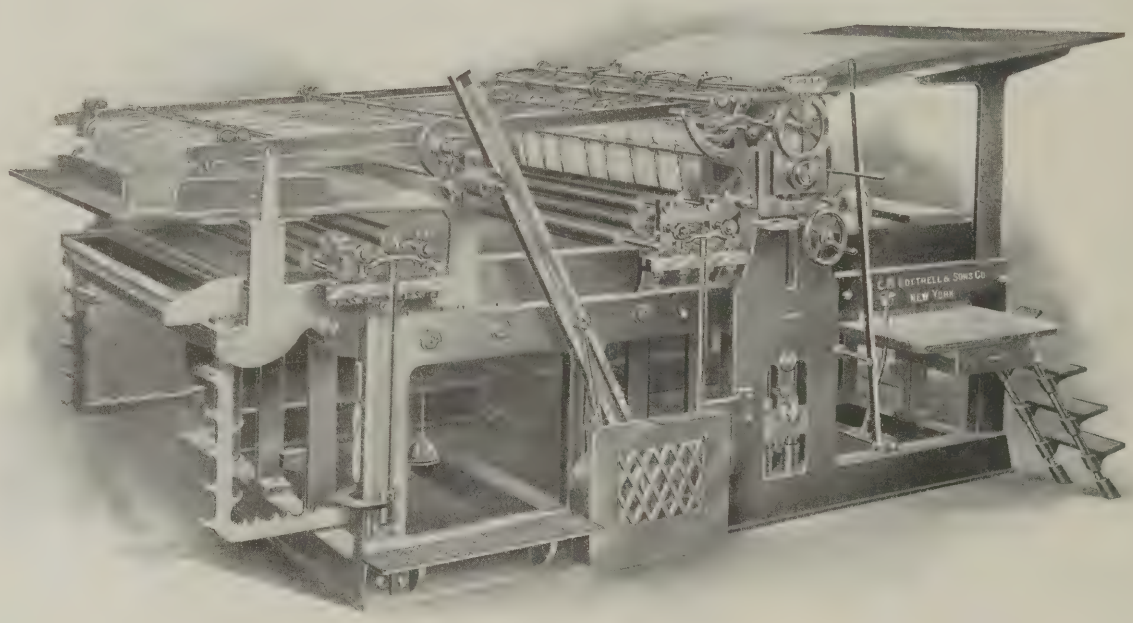
There is a difference in presses. While they may resemble each other a little in appearance, and possess a few things in common, they are as diverse in their methods of attaining results as are men. To only the interested observer will this be startlingly apparent. And as with men, so will one be better than its fellows, and most worthy of praise and emulation.

As such a press, better than all others, and more desirable, we submit the Optimus. It is not as good as any other; it is Better, and the Best. An order is not expected unless we prove it. The buyer is judge and jury. Whether we fully satisfy him or not, he will know more about the Optimus than he ever did before, and will respect it. He will better know what to look for in any press.

THE OPTIMUS

SET IN BARNHART BROS. & SPINDLER'S CASLON OLD ROMAN

The "Cottrell" High Speed Two Revolution Press



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The press is furnished with our Patent Convertible Sheet Delivery which can be set to deliver the sheets printed side up, or it can be changed to the regular fly delivery in five minutes time. The convertible delivery is operated by a variable speed crank motion which dispenses with the fly spring, thus saving the power required to compress the spring, at the same time making the motion more simple and convenient.

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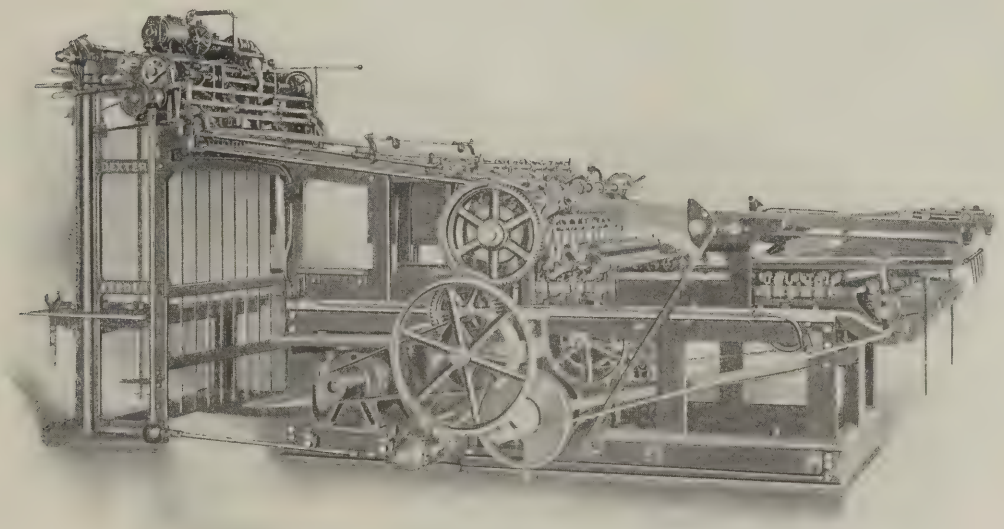
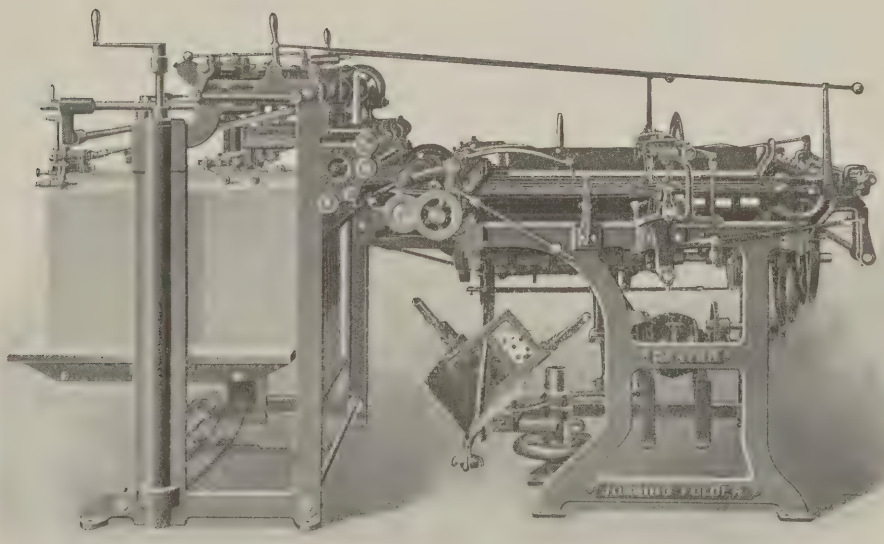


THE DEXTER
Automatic
Printing Press
Feeding Machine



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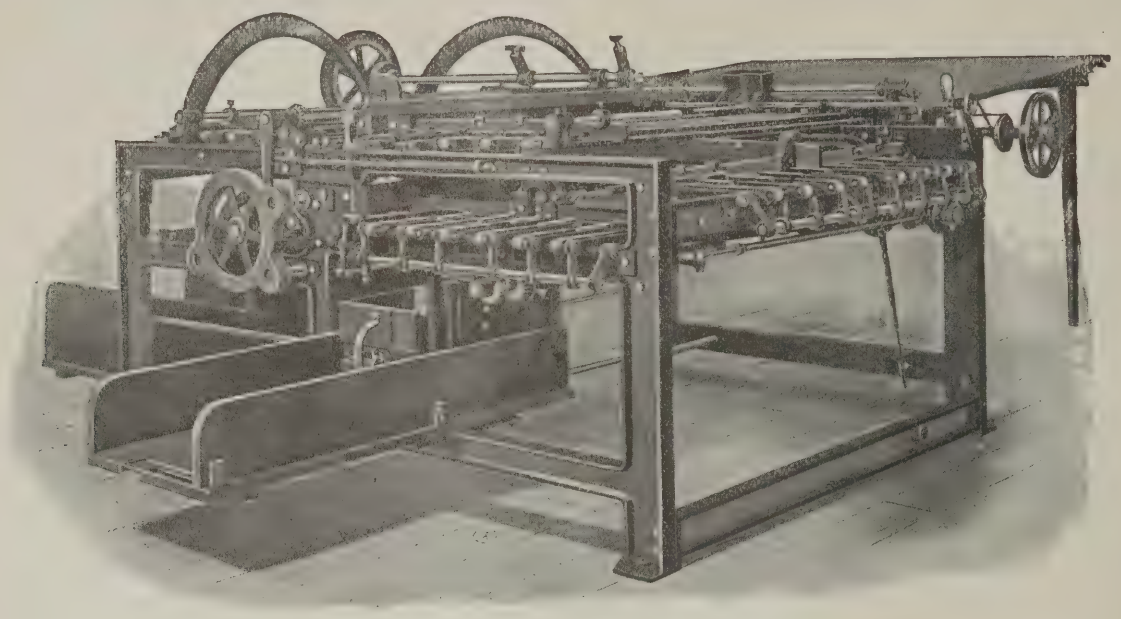

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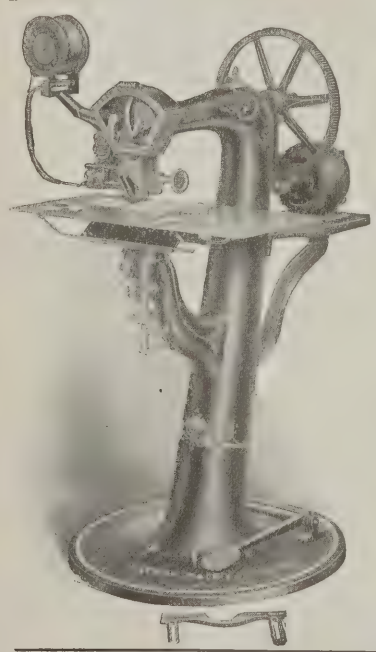

A matured machine, ripe with years of experience and improvements—but ever young and strictly up-to-date.

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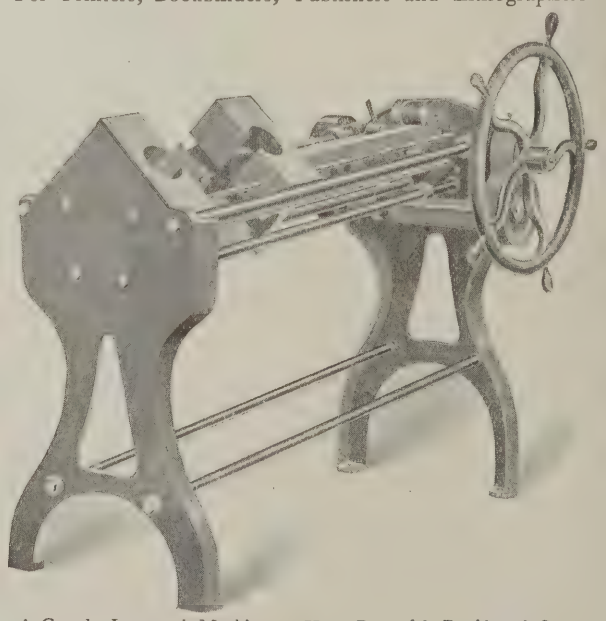

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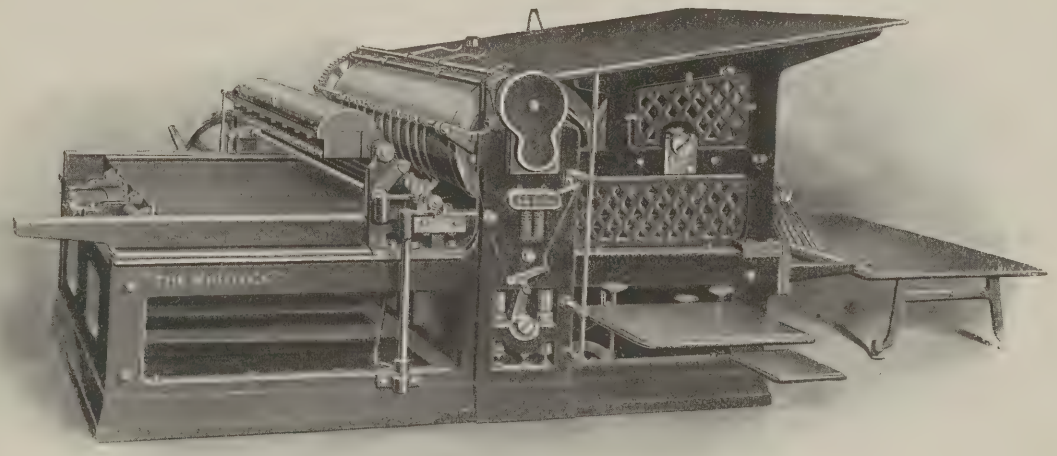

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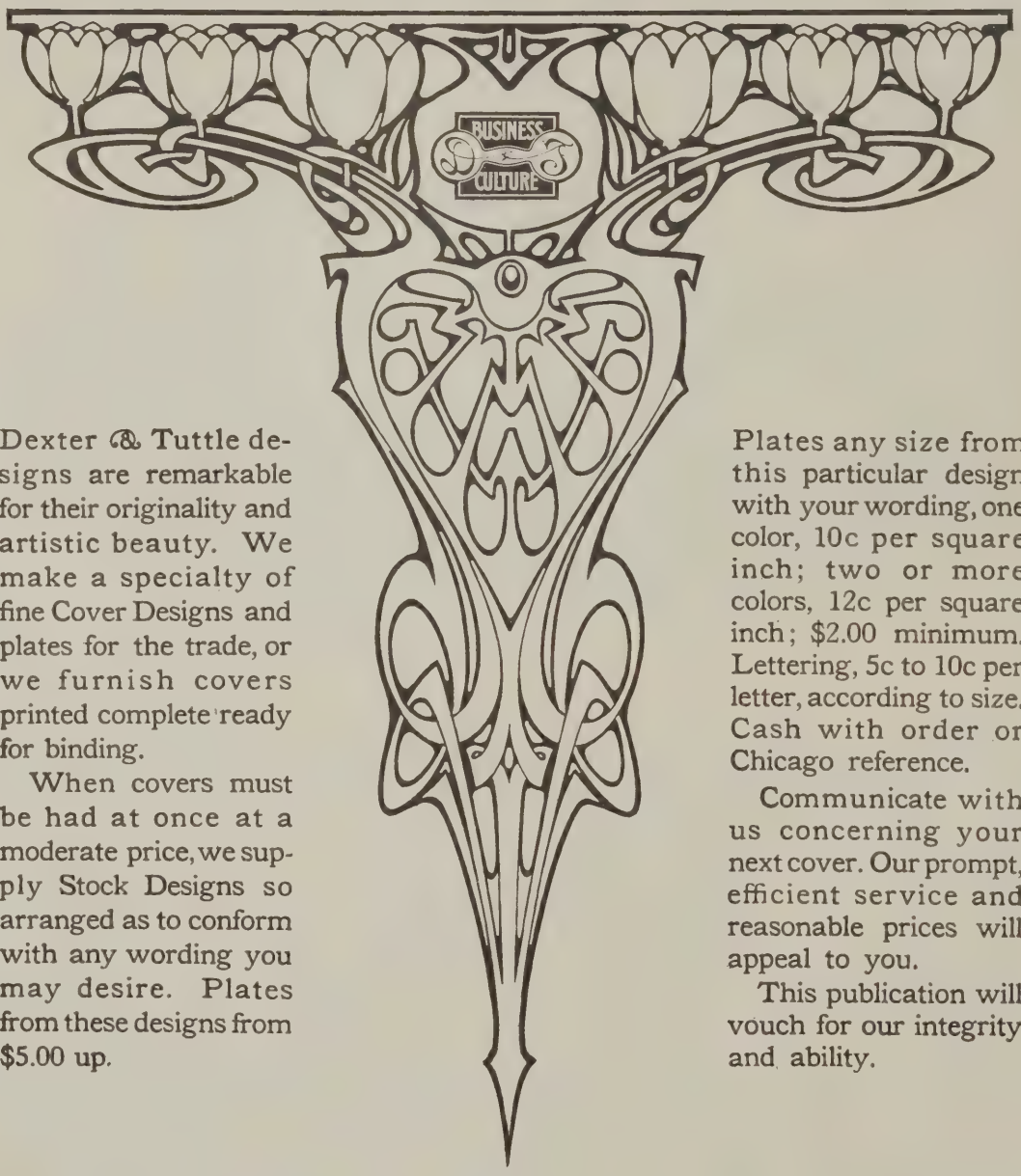

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This publication will vouch for our integrity and ability.

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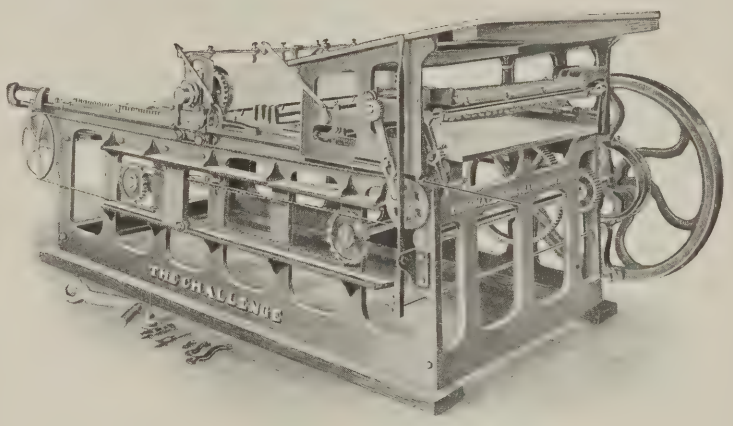

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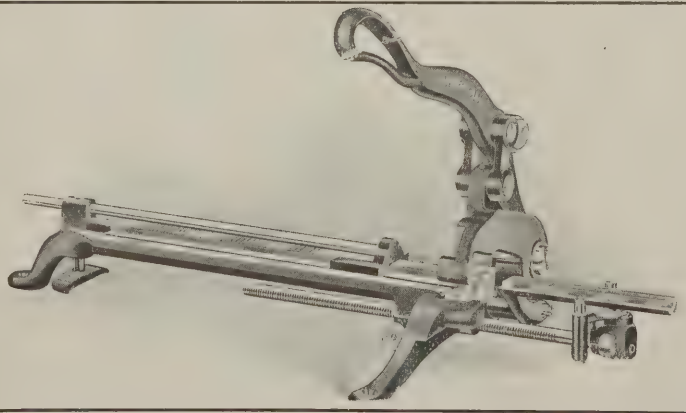

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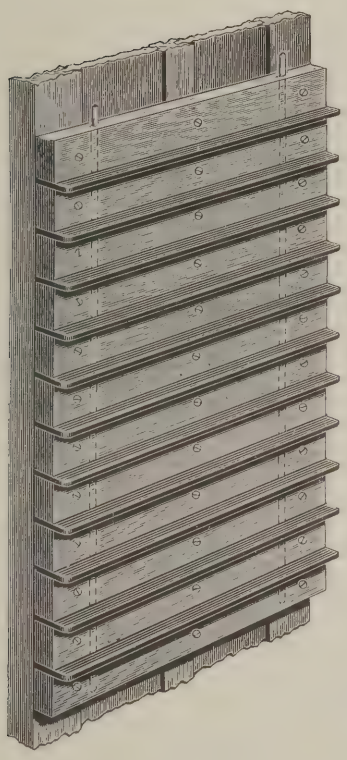
The Runs Are flat pieces of steel fitted between strips of wood and firmly locked together by steel rods passing through all, as shown by the dotted lines. No chance for anything to work loose or rickety,



Detail showing construction

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Sept. 13, 1892
August 25, 1896
August 11, 1896

The best Reference to which we can refer, is the fact that

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is equipped with Our Furniture.

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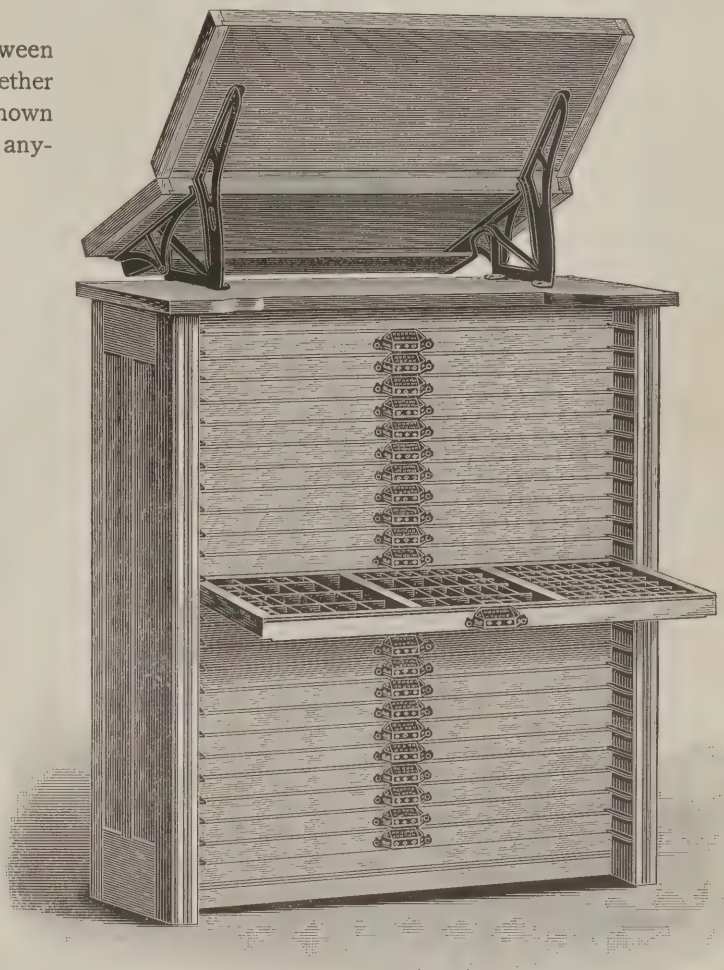

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The Extension Front Enables the compositor to draw any case well out beyond the others, and makes the back tier of type boxes as accessible as any boxes in the case. It also permits the top or bottom cases to be drawn out and placed at the proper height for setting purposes without partly drawing another case to be used as a rest.

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Makers of EVERYTHING WOODEN THAT PRINTERS USE, *including* LARGEST ASSORTMENT OF WOOD TYPE FACES IN THE WORLD

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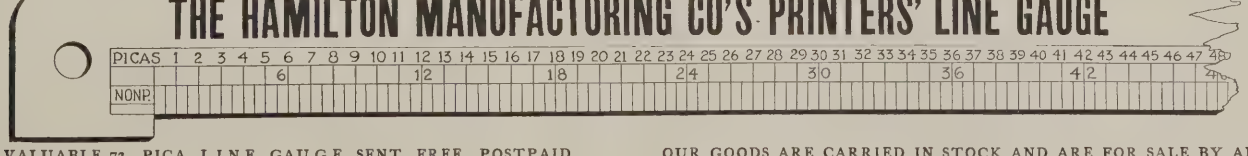

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The American Typefounders Company,
Through its arrangement with the
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Is now in a position to supply the best
Of Inks when and where wanted.

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Over a Million of Money in Monotypes

A NEW YEAR'S GREETING TO THE PRINTERS OF AMERICA

IT is with feelings of gratification that, standing upon the threshold of a new year, we review the comparatively short period that has intervened since the Wood & Nathan Company took hold of the Monotype machine as selling agent.

Our gratification has many phases. We take it that we have not only demonstrated that the printing trade will gladly welcome and employ a machine having the remarkable possibilities which we saw the Monotype to possess, but that we also have demonstrated to an ever increasing number of leading printers the fact that, as regards economy and high quality, the product of that machine is approached by none other so far devised. There is also a third source of gratification in our having

achieved a record hitherto unparalleled in the history of the printing trade by having sold, in so short a space of time, over *One Million Dollars' worth.*

This very noteworthy result has led the directors of the Lanston Monotype Machine Company to arrange to take over the entire manufacture of their machine, appropriating the sum of $500,000 in cash, which is now being expended, so that the factory of the Monotype in equipment and size shall be second to none in the United States.

In conclusion, we are happy to say that the Monotype has not only fulfilled all of the claims made to us by its builders on behalf of it, but has far exceeded, in its practical workings, the hopes of even the most sanguine member of the Lanston Monotype Machine Company.

Feeling that we have served with great satisfaction not only the interests of the concern whom we represent, but also that of the printing fraternity, it is with enthusiastic confidence as to the future that we extend the season's greetings to our many friends, the printers of America.

January, 1905

HENRY A. WISE WOOD
PAUL NATHAN

Over a Million of Money in MONOTYPES

WOOD & NATHAN CO.
Sole Selling Agent
ONE MADISON AVENUE, NEW YORK

HADWEN SWAIN MFG. CO.
Representative for Pacific Coast
SAN FRANCISCO, CAL.

DANIEL C. SHELLEY
Chicago Representative
334 Dearborn St., CHICAGO, ILL.

Designs for all Purposes

GLOBE ELECTROTYPE CO.

Engraving by all Methods

GLOBE ENGRAVING & ELECTROTYPE CO.
407-427 Dearborn Street, CHICAGO.

Largest Electrotype F'd'y on Earth

GEO. H. BENEDICT & CO. ENGRAVERS

Samples and Estimates on Request

KNIFE-GRINDERS

FOUR STYLES MADE IN SIXTEEN SIZES FROM 20 TO 90 INCHES LONG. WARRANTED FOR WET OR DRY GRINDING. :::: WHEN ASKING FOR QUOTATIONS SEND US LENGTH OF KNIFE (NOT WIDTH OF YOUR CUTTER)
COMPLETE BINDERY OUTFITS

The BLACKHALL MANUFACTURING COMPANY ::: 17 Lock Street, Buffalo, N. Y.

YOUR ANNUAL INVENTORY

will show the exact condition of your business if written up on "Blanchard's Annual Tables for Printers and Binders." Sent post-paid on receipt of the price, $2.00. Address,

National Printer-Journalist
1319 Ravenswood Park, Chicago

No. 3 Boston Wire Stitcher with Motor Equipment

Boston Self-Regulating Wire Stitching Machine

Turning the Hand Wheel to gauge the thickness of work automatically adjusts all parts of the machine

Simplest in Operation
Greatest in Production
Best in Quality of Work
You must have it

American Type Founders Company

Boston Wire Stitcher advertisement is set in American Type Founders Co.'s Pabst Oldstyle, cast American Line, and Cloister Border

PRINTER'S BOOK

A MINIATURE CYCLOPEDIA OF USEFUL INFORMATION

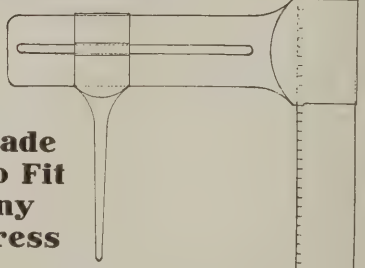
for Compositors and Pressmen. "Helps and Hints for Printers." Thirty-two pages, 3 x 4½ inches, just right for vest pocket. Tells how to simplify advertising and job composition. How to make ready halftones, jobs, etc. A novel overlay process. Care of rollers, reviving old ones and doctoring sticky rollers A dozen or more formulas for ink reducers and dryers. Reviving copying ink and tablet glue. Making gold sizing of any ink. How to kill electricity in paper. A simple stereotyping apparatus in your own office. How to make zinc plate and the whole story of embossing. Many other valuable hints. 25 cents.

Published by

CHAS A. KING
BEVERLEY, MASS.

The McGinty Gripper

THAT GRIPS



Simple Mechanical Device to take the Place of Strings and Rubber Bands on the Job Press

NO TOOL NEEDED to Put them on or Take them Off

Made To Fit Any Press

No Springs, No Screws

ITS STRONGEST POINT IS ITS **ABSOLUTE SAFETY**

Its Simplicity and Utility Appeal to the Intelligent Printer at Sight.

Same Gripper may be used at either side. Grip from Top, Down or Bottom Up.

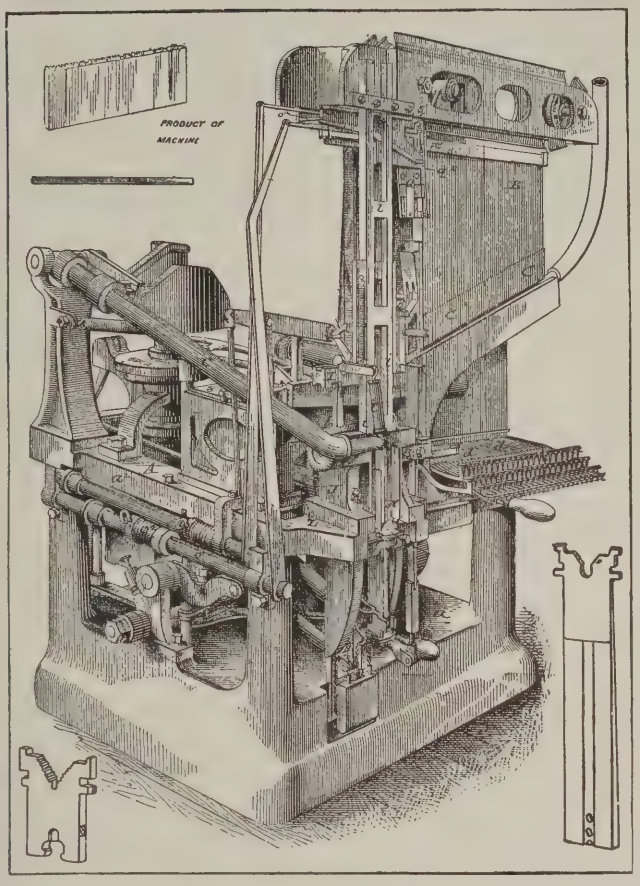
Postal brings Booklet.

Manufactured and Sold by

McGinty File & Feed Gauge Co.

DOYLESTOWN, PA.

1885



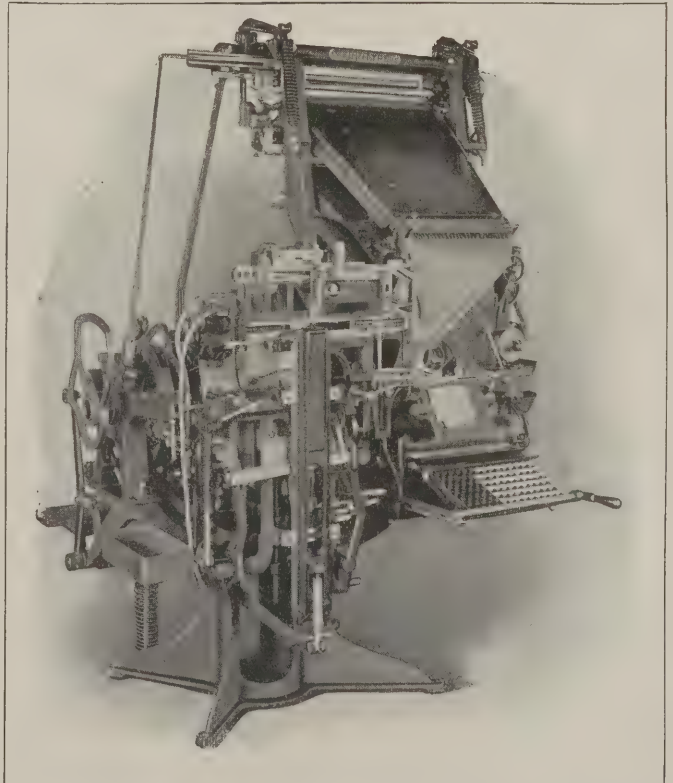
The Linotype has been Awarded the Grand Prize at St. Louis

THE Model 2 Machine is the result of *19 years* of constant endeavor.

Its wonderful adaptability was demonstrated daily in The Liberal Arts Building.

The Quality and Quantity of the matter composed upon the Linotype in the book and job offices to-day, make it "*The cheapest and best known method of mechanical composition.*"

1904



MERGENTHALER
LINOTYPE CO.

New York **Chicago**
New Orleans **San Francisco**

Concerning the Century Press

MURDOCH, KERR & CO., of Pittsburg, say:

"15,000 impressions a day is a frequent performance of your 45-inch x 62-inch machines while carrying a full type form."

¶ ¶ ¶

CAMPBELL PRINTERS, of Chicago, say:

"We have employed pressmen who have worked on other presses, but none of them have been able to tell us of a press which would run so fast to perfect register, or on which you could save so much time in make-ready or in getting a job on and off the press."

The CAMPBELL COMPANY

HENRY A. WISE WOOD, President

334 Dearborn Street Chicago, Ill. *1 Madison Avenue, New York City*

Volume Twenty-two Chicago, January, 1905 Number One

THE MODERN NEWSPAPER—Analytically Treated.

By B. B. HERBERT
Editor National Printer-Journalist, Chicago, Ill.

Outline of Address before the Students of Kansas State University

LAWRENCE, KANSAS, DECEMBER 19, 1904.

1st. Objects:

a. Information or Giving the News.
b. Instruction through Enforcement of the Lessons of Events Narrated.
c. Education or the Drawing out of the Readers to Improve by the Instruction.
d. Inspiration or Leadership—Causing readers to believe in, to feel and to act upon the truths imparted and the arguments advanced for the good and uplifting of the Individual, the Family, the Community, the City, County, State and Nation.
e. Entertainment.
f. Amusement.

2nd. Contents:

a. News.
b. Editorials.
c. Special Articles.
d. Departments.
e. Advertising.
f. Portraits.
g. Illustrations.
h. Cartoons.

3rd. Material for Mechanical Production:

a. Type and Cases, Stands, Racks, Imposing Stones, etc.
b. Typesetting Machines.
c. Electrotyping Machinery.
d. Presses, Power and Equipment.
e. Photographing and Engraving Plants.
f. Stereotyping and Electrotyping Appliances.

4th. The Workers:

a. Editor in Chief.
b. Publisher.

5th. Qualifications of Workers:

a. Natural.
b. Educational.
c. Special Studies and Preparation.
d. Experience and Skill.

2 (*a*). News:

Local Incidents and Happenings.
Personals.
Society Items and Events.
Neighborhood News.
State News.
General or Telegraph News.
Mail News and Clippings from Exchanges.

2 (*b*). Editorials on:

The Homes of the People—Bettering and Beautifying.
Domestic Economy.
Providing, Beautifying and Improving Parks and Streets.
Lessons from Local Events.
Local Trades, Manufactures and Commerce.
Local Schools and Public Institutions including Churches.
Local Interests of all Kinds.
Local and Municipal and County Government and Officials—their duties and the performance of the same; Sanitation, Public Security, Morals.
Local Industries and their Promotion—Making prominent the Leading Local Industry whether agriculture or manufactures.
State Affairs, Events and Politics.
Events in Foreign Countries from which instruction or entertainment can be deduced and that are commanding public attention and interest.
New Advances in Science, Discovery and Invention.

2 (*c*). Special Articles:

Health, Modes of Life and Physical, Mental and Moral Development.
Educational Methods, Citizenship and the obligations thereof.
Agriculture and the Trades.
Home Instruction and the Relations and Duties of Life, Art, Literature and History—Making Local History Prominent.
Success and the way Success has been reached.
Education, Sanitation and Good Government and other subjects that affect the well-being and upbuilding of the community and the individuals.

2 (*d*). Departments:

Locals.
Personal.
Neighborhood News.
Local Improvement.

State News.
Education.
Religious—Churches, Benevolent and Religious Societies.
Society.
Agriculture.
The Trades and Industries.
Questions and Answers.
Humorous.
Literary and Poetical.
Scientific.
The Home, Youths' and Children's.
Editorials by the Laity, and Correspondence on Current Events.
Sports.

2 (*f*). ADVERTISING:

Displayed Advertisements.
a. Local.
b. Foreign.
Paid Readers.
a. Local.
b. Foreign.
Want Advertisements.
a. Positions or Work Wanted.
b. Help or Employes Wanted.
c. For Sale or Miscellaneous Wants.
Semi-News or Benevolent.
a. Church and Local Society Entertainments for Pay.
b. Obituaries.
c. Resolutions of Respect or Thanks.
d. Legal Advertising.

4 (*a*). THE EDITOR:

The Managing Editor.
Editorial Writer.
Editorial Correspondent.
The Local City Editor.
Exchange Editor.
Telegraph Editor.
Society Editor.
Book Review or Literary Editor.
Dramatic Editor.
Religious Editor.
Sporting Editor.
Agricultural Editor.
Special Correspondents.
Reporters.
Local Correspondents.
Special Local News Writers.
Artists.
Photographers.
Cartoonists.

4 (*b*). THE PUBLISHER:

a. The Business Manager.
b. The Purchasing Agent.
c. Superintendent of the Mechanical Department.
d. Bookkeepers and Accountants.

4 (*b*) (*a*). THE BUSINESS MANAGER:

Advertising Manager.
a. Advertising Solicitors.
b. Advertising Writer.
c. Advertising Publicity.
Circulation Manager.
a. Solicitors.
b. Newsboys.
c. Distributors.
d. News Agents.
e. Circulation Publicity.

4 (*b*) (*c*). SUPERINTENDENT MECHANICAL DEPARTMENT:

a. Foreman News Composing Room.
b. Foreman Advertising Room.
c. Foreman of Press Room.
d. Foreman of Engraving Department.
e. Foreman of Electrotyping Department.
f. Engineer.

4 (*b*) (*c*) (*a*). FOREMAN NEWS COMPOSING ROOM:

a. Type Compositors.
b. Machine Operators.
c. Proof Readers.
d. Copy Holders.
e. Stone or Make-up Men.

4 (*b*) (*c*) (*b*). FOREMAN AD. ROOM:

a. Ad. Artists.
b. Ad. Compositors.
c. Ad. Proof Readers.
d. Ad. Copy Holders.

4 (*b*) (*c*) (*c*). FOREMAN PRESS ROOM:

a. Pressmen.
b. Press Feeders and Helpers.

4 (*b*) (*c*) (*d*). FOREMAN ENGRAVING DEPARTMENT:

a. Photographers.
b. Engravers.
c. Helpers.

4 (*b*) (*c*) (*e*). FOREMAN ELECTROTYPING DEPARTMENT:

a. Electrotypers.
b. Helpers.

5 (*a*) QUALIFICATIONS OF THE EDITOR:

Natural.
a. Active Sympathies.
"Far wiser he, whose sympathetic mind
"Exults in all the good of all mankind."—Goldsmith.
b. Strong, Refined Sensibility.
"Sensibility gives welcome to all excellence, has eyes and hospitality for merit in corners."—Emmerson.
"Virtue and taste are built on the same foundation of sensibility."—Goldsmith.
c. Quickness of Perception, Intuition and a clearness of thought, good judgment, penetration and sagacity that are not liable to permit of mistake or of being easily deceived. These, with knowledge and a hint ever so small as to present, coming or probable events constitute all there is to what is the true "nose for news," the knowing what is news, where it is to be found, and being there on time to get a scoop on others.
d. Love of Truth and Justice.
e. Fearlessness.
f. Untiring Industry.
g. Tact.
h. Sound judgment.
i. Power of concentration and close application.

5 (*b*). EDUCATION:

a. Thorough.
b. Practical.
c. Broad.
d. Ethical.
e. Philanthropic.
f. Patriotic.
g. Philosophical.

5 (*c*) PREPARATION AND SPECIAL STUDIES OF THE EDITOR:

a. First, after a thorough, broad, practical education are these two, inspiration and zeal. No man can accomplish much without his heart is inspired with a love

for his work and a feeling that it is the greatest and grandest in the world for him and the result of the right kind of inspiration is an unflagging zeal that is able to face and overcome all difficulties. With inspiration and zeal one can overcome even natural deficiencies.

(*b*) Knowledge of the requirements and methods of the calling.

For inspiration and the awakening of zeal there is no method more effective than the reading and the study of the lives of those of great and accomplished merit in the calling and who stand as beacon lights to all who follow. Whose lives remind us that

"We can make our lives sublime
And departing leave behind us
Footprints on the sands of time."

There is a double benefit in studying the biographies of the great editors, for their work, methods, teachings, and with regard to the profession give us the best possible instruction as to all of its requirements. No student of journalism can do better than to carefully read and study the work in this calling and the expressed views with regard thereto, of its greatest exponents.

(1) Study the biographies, writings, works and methods of great editors; Benjamin Franklin, Horace Greeley, Geo. D. Prentice, Sam Bolles, William Cullen Bryant, John Greenleaf Whittier, Charles A. Dana, Henry W. Grady.

Next to the study of the lives of the great editors of the past is the study of the great newspapers of the day. Newspaper students are fortunate in that they are not compelled to go away from home to study the great masters. They can have their latest works in their own homes fresh every day in the week.

(2) Study Model Newspapers: New York *Times,* Brooklyn *Eagle,* Springfield, Mass., *Republican,* Chicago *Record-Herald,* Chicago *Tribune* and Chicago *Chronicle,* St. Louis *Globe-Democrat,* New Orleans *Picayune,* Portland *Oregonian.*

These newspapers cover most effectively every department of newspaper work and are rare models. It may be objected that these are metropolitan papers, but a metropolitan paper is not so very different from the local paper in this day. Universal telegraph service has limited the breadth of circulation of all newspapers and made nearly all in an important sense local. The Brooklyn Eagle is one of the very best local papers in the country although it is in a large city and it sets a splendid example to all local papers in allying itself with all the local interests of the people. About the only difference now between a metropolitan and a local paper is that the city paper makes the most of its general news, while the local paper must put locals, personals, neighborhood and state news first and give to these nearly the entire space devoted to the news columns. There are no rules in the one that do not prevail in the other with regard to the preparation of matter, the gathering and writing news stories and the treating of all questions of education, local improvements, good government and morals, sanitation and so on throughout the vast unlimited field of newspaper work and usefulness.

Along with the study of the masters and all branches and methods of the work: news gathering, reporting, handling of correspondence, editing, special writing, etc., as well as the methods of getting out a tasty, well arranged, well printed paper, that will be welcomed for its clearness, brightness and beauty as well as for all the complete news, sprightly, attractive articles and departments as an awaited visitor and wise friend and counselor in every home, in every workshop, office and study there must be special preparation.

5 (*c*). Special Preparation and Studies.

Language, or the power of clear, forcible expression.

Every editor should have a thorough knowledge of his own language and should not be content with its study alone, but should study the language from which it has been principally derived and built up. The man who never studies but one language is not likely to be a master thereof. Yet it is the language of the everyday people and of the home that the newspaper man most needs and its thorough command is the highest kind of an equipment. News that is fit to print in the newspaper is that which appeals to the interests, to the sympathies, the hearts, lives and minds of all the people. All the professions, trades and callings have special publications to treat and give the news as to their fields of activity, knowledge and thought.

Every newspaper man should be well founded in grammar and rhetoric and should have ever at hand and be a careful student of Webster's Latest Unabridged, and, if possible, the Standard and the Century Dictionary and a work on Synonyms. Other works that should be read and studied with a view of securing the best possible vocabulary of words and acquiring a clear and forcible style of expression are White's "Everyday English" and "Words and their uses," some standard history of English and American literature. Read and study as to style of expression and use of words, Shakespeare's Merchant of Venice, King Lear, Richard Third, and Hamlet, Dickens' David Copperfield and Little Dorritt, Goldsmith's Deserted Village and Vicar of Wakefield.

I mention these as being fountains of pure English as appealing to the passions and sympathies of mankind, as simple and strong in expression and because they have come first to mind, not excluding many others.

Dickens was a newspaper reporter and acquired his style from his work. A newspaper story well told is a good deal like any other well written story, only in the newspaper the climax comes first and then the incidents and plots are developed afterwards to the extent of their importance and the space that can be given thereto in the newspaper. The importance of a newspaper story depends like that of any other story not necessarily on the prominence of the characters or actors or of the matter involved, but on the appeal that is made to the interests and sympathies. Mrs. Chadwick was not a prominent or important character until her financial operations were revealed, but the obtaining of money in the manner she pursued is of very much interest to all who rely on banks or men of wealth for the care and handling of their surplus funds.

Every editor should have a very practical kind of religion, but whether religious or not he should be a thorough student of the Bible.

(3) Study History of American Journalism.

(4) Make Special Study of News, General and State, as to its importance and bearing on the people and the public. Practice both the writing and condensation of News Stories. Make a special study of Reporting, Interviewing and the condensation or abbreviation of articles; Localizing, neighborhood news and correspondence and editing the same; Newspaper Departments, as to method of conducting, their comparative importance, their arrangement and limitations.

(5) Advertising so far as its preparation and proper presentation is concerned has become one of the important news features of a paper, as all effective advertising is designed to give information As it is also intended to carry conviction, to convince and lead to action, it trenches directly

upon the editorial department and should be carefully studied by every aspirant to the editorial calling.

(6) Illustrations belong to the news department and cartoons are only editorial pictures. These are either suggested or approved by the editor and hence demand special study in preparing for the work.

(*c*) GOVERNMENT.

Newspaper editors have much to do with the discussion of and directing public sentiment as to, governmental affairs in this Republic, and should be well grounded in all the principles thereof. They have also to do with all educational matters, schools, benevolent, punitive and reformatory institutions; economic questions, politics and everything else that comes within the sphere or under the control and direction of the Government, so that the following studies will be found of almost absolute necessity for the complete equipment for newspaper work:

(1) History of English Constitution.
(2) Nature and Form of the Government of the United States.
(3) Constitutional History of the Government of the United States.
(4) Constitution and General Statutes of the Editor's own State.
(5) Municipal Government.
(6) Libel and other Laws pertaining especially to the Newspaper.
(7) Equity Jurisprudence.
(8) Laws of Evidence.
(9) American Public School Systems and Methods and Means of Education thereunder, from the common schools to the State universities, especially as related to citizenship, industrial and commercial life.
(10) Monetary Institutions and Systems, and Public Corporations and the regulation thereof, and the needs of publicity with regard thereto for the protection of the people.
(11) Public Utilities—Highways and their improvement; Railways and their proper regulation and proper control; Sanitation or the securing of the Public Health, etc.
(12) Social Conditions, wealth and poverty, capital and labor, pauperism and crime, with governmental methods and regulations to control, to prevent injustice or to ameliorate suffering, and duties and relations of the public press with regard thereto.
(13) Public Improvements, building and Institutions for the whole people, such as public parks and boulevards, public libraries and beautifying of streets, public and school grounds of cities and villages.
(14) Public, Industrial, benevolent, eleemosynary, saving, reformatory, and punitive institutions and methods.
(15) Industrial Development with influence exerted by the same on civic and social conditions.
(16) Public Offices, officials and their duties, legal notices and financial reports and the publication of the same.
(17) Civil Service, with history, theories and results.
(18) Proper treatment of economic questions, with a study of the relations of the same to the people and the press and the history of economic conditions in this country and Europe.
(19) Study of the relations and mutual obligations of employes and employers—the systems of wages, profit-sharing and coöperation and the hours of work; strikes and lockouts and their effects on the public and the public rights with regard thereto and the proper regulation thereof.

(*d*) ETHICS: Public and private, as related to public officials, private citizens and the State:

(1) Read Shea's American Government, founded on the Christian Religion.
(2) Study George Washington's Farewell Address to the American People; Emerson's Essays and his Future of the Republic.
(3) Some Standard work on moral science.
(4) Read History of the Christian Religion, and study enough as to the different existing churches, denominations and religions in the United States as to know of their leading or essential tenets and differences.
(5) After careful study write an exposition of or Thesis upon Christ's Sermon on the Mount, treating especially of the relation of the principles taught therein to existing social, civic and political conditions and the duties of the newspapers toward each other and the people individually, and to society and the public in general.

(*e*) STUDY MEN AND AFFAIRS. It was long since said that the noblest study of man is man. The most useful knowledge for the newspaper maker is of men, in all their relations and callings of life, with all their aspirations, faculties, characteristics, passions, tastes, weaknesses and strength; their temptations and struggles. Get in as close touch as possible with the best minds in your city, county and State and Nation. Study the leaders, but much more the great body of every-day people, as to their lives, callings and rights.

THE PRACTICABILITY OF WOMEN IN NEWSPAPER WORK.*

ALL know the story of the young mother who said to her husband: "There is nothing in the whole wide world to compare with having a baby of your very own to love and cuddle," to which he replied pityingly:

"My dear, you have never known the joy of hearing the word 'Next' in a barber shop on Saturday night," and it is with just such masculine joy that I rise to the summons of the toastmistress.

The world would have been very different had Adam elected to put up at the entrance of the Garden of Eden a board with 'No women wanted" chalked thereon; we would not have been here and his refraining is a cause for thankfulness.

It is the practicability of women in newspaper work or something to that effect, to which I am responding; you observe that it is not "practicality"; of that we have too much perhaps in our busy lives, but this practicability is something vastly different.

I asked an erstwhile city editor the other day, wherein lay this practicability, and he replied: "They keep the men from cussin' too much, and I believe in having a lot of 'em around," but there are other things aside from "keeping the men from cussin'" that make femininity almost necessary in a newspaper office.

There are many stories they can get that even the most suave of men could not touch. Who so competent as the

*Address at the Banquet of the Ohio Women's Press Association.

newspaper woman to interview another, concerning things she would not care to discuss with a man? Who so delicate as she, in asking the questions that are calculated to wound, yet must be asked (by the city editor's orders)?

Rarely does one enter a newspaper office nowadays, without seeing a woman or two, or three, busy at work, each doing her share toward perfecting the great moral engine of which she is a part. A small part it may be, but important, whether it be clubs, society or fashions (and when the paper is off the press, who so anxious to read her favorite author, as these same women?).

There are pessimists who say that in business, married women are women marred because the eye has been knocked out in the contact with the world, but there are so many of us engaged in business that it would be an untruth, to assert that we are marred because the "I" is knocked out.

So many things can be said regarding the practicability of women in newspaper work, that it is hard to pin oneself down to the most telling, but the one thing to lay unto our hearts is the fact that much of our practicability lies in the necessity for possessing a "wide-spreading, hopeful disposition" which as Thomas Bailey Adrich says, "is our only safe umbrella in this vale of tears."

We go into the world of work with our feelings mercifully hidden by our shirt waists yet with the thought uppermost that adaptability is perfected cleverness, and that this same adaptability is a wonderful thing in this world of ours; ranking next to tact, that most precious possession. Standing on tiptoe with finger on lip to admire a lofty ideal is all very well, but it grows monotonous when obligatory, and so abandoning this attitude, we forge ahead and try to obtain that for which we are searching, and being busy in our work forget that St. Augustine slightly spoke of work as "the trifling of adults."

And again, much of our practicability lies in the necessity for our being happy, for with heavy hearts we can do nothing so I would advise following the example of the French, and think of nothing, talk about anything, and laugh at everything.

The woman who takes in washing to support nine children is happy, yet so few of us can be washerwomen with nine children, that, failing in this, why not be newspaper women, married, single, or about to enter the "blessed state"?

The work we do, (and there is not one among us who does not think her work an important part of the paper she represents), is our life, and whether or not the business manager or the editor in chief thinks we are practicable additions to the staff, we think so at least, and are cheerful in the thought that we "help some."

Josh Billings says: "When we git tew talkin' about ourselves, we seldom fail tew be eloquent, and often rise to the sublime."

THE RELATIONS BETWEEN THE NEWSPAPER AND THE ADVERTISER.

[Extracts from an address by Hon. Lafayette Young, publisher of the Des Moines *Capital,* delivered before the convention of the International Advertising Association, St. Louis.]

"The most important relation, as suggested by my theme, between the publisher and advertiser, is the cash relation—the most important relation on my side of the counter, I mean. This relation we hope may be continued, but in order that it may be continued some of the publishers know enough to know that we have to make good. We must give value received for advertising or else we cannot hope to have it permanently. I believe that advertising during the past ten years has brought to its service some of the brighest young men and women of the Republic. Within the past ten years advertising has been converted from a hap-hazard guess-work matter to a system; a system designed with some knowledge of the ends to be reached, with some knowledge of the great problems of humanity.

"One advertiser can secure public attention while another can not; they may be spending exactly the same amount of money and using the same medium, but one advertiser gets there; one advertiser finally secures attention and the other does not; and unless that particular something is present in an advertisement which is akin to magnetism in the human being, and unless that particular thing is in the department store ad it may pass and repass before the public and they will gaze at it but for a moment. I can not describe it, but I could give many instances illustrating this point. It is like the explanation given by a party as to why homely girls marry sooner than handsome girls—which is said to be a fact. The explanation given is that the homely girl has a vim and a *'come hither'* look in the eye that are missing in the pretty girl. The advertisement must have this come hither quality. I could not point out the qualifications necessary to make an advertisement meet these conditions, yet you know my idea.

"A great many years ago, when I published a country paper in Western Iowa there was a great crowd who had gathered around a grove where two outlaws were and there was a great hesitation as to forming a ring-around-the-rosy to surround them and going in after them, because they knew somebody would die, and finally they went in and two men did die, and they killed one of the outlaws in the attempt to capture him; the question then remained as to what to do with the other outlaw, and they took him up to a bridge some miles away, and I followed in order to get the news for my paper and had a young fellow working for me reporting the doings of the crowd and we were printing the papers and selling them for ten cents a copy and they got the man on the bridge and tied a rope around his neck, and contending factions were addressing the crowd—some in favor of hanging and some letting the law take its course, and finally they agreed to hang him, and this young man of mine that was working for me was beside the fellow that was going to be hanged and the man was making his farewell address when the young man missed a word and stopped him in the midst of it and asked him to repeat it again, as he didn't catch the word. Now a person with that presence of mind had but one natural course before him and that was to get into the advertising business, and he did. For fifteen or eighteen years he has been earning nearly fifteen thousand dollars a year, and the last time we met he invited me to dinner and wore a diamond as big as a door-knob. Virtue you see has its own reward.

"The relation between the newspaper and the advertiser should be most cordial, and I sometimes think that the advertiser makes a mistake in not stroking the hair once in awhile of the publisher. A considerable number of advertisers look upon the publisher as an organized enemy to be knocked down, while the publisher is one of the most agreeable persons in the world I think, subject to all flatteries and should be flattered a little. He may know a great deal, but he will take it like a girl and you may get a better rate or have that intricate rate card simplified as if by magic.

"Our friend (Mr. P. A. Conne of New York) who made a very practical speech, touched upon the circulation liar who is everywhere present, and if he can secure a recipe by which that can be remedied he will be doing the publishing fraternity the best thing that has ever been done. This can not long endure, and it must be straightened out and will be, because you men are not going to continue to pay for that which you do not get, and I might say in regard to that address, that it is like the member of a church who was listening to the new pastor deliver a sermon in which he unequivocally branded and abused horse-

racing, and this church member loved horses. As he came around to extend his congratulations another brother next to the pastor, afraid that the minister had offended this brother, whispered same to the minister, and the minister wishing to make a good start, extended his hand to the member and said he hoped he had not offended him and that he did not mean anything personal by reference to the horse racing, and the man said, 'That is all right parson; it's a damned poor sermon that don't hit somewhere.'

"This is somewhat like this reference to the publisher. It would be a very poor address by a thoroughly qualified advertising man that didn't hit the publishers somewhere; and, from organizations like this must emanate these reforms. Suppose we should reform each other and enter into a combination by which the evils of both sides shall be eliminated: I think it would be a splendid thing. You remember that quotation in Scripture that appeaared very prominently at the other World's Fair—'Let All Men Know the Truth and Truth Shall Make You Free.' These were the words of Him who spoke as never man spake. 'All Men Shall Know the Truth and the Truth Shall Make You Free.' If you could introduce the absolute truth into journalism how free the world would be, and how much better we would all be and how much more powerful the newspapers would be—being already admitted to be second to no power on earth. 'And the Truth Shall Make You Free.' You know—you realize the power of the press in the United States.

"Do you know that if the Associated Press, representing some seven or eight hundred daily newspapers, should conspire with its subscribers to give the world false news every day that it would be impossible for you ever to know the truth?

"If All Men Could Know the Truth: If this could be followed by the press, its powers would be multiplied a hundredfold.

"Now for the power of advertising:

"No one knew the value of advertising as well as P. T. Barnum he never went to Europe but what he continued sending press notices to America, showing that he had not been captured and held in the jungles for a ransom. Buffalo Bill never goes to Europe but what he floods the American papers, indicating he is still alive and on earth; otherwise he would be forgotten.

"The advertiser must understand he must continue the means by which he won his first success. The United States of America was just as great in the spring of 1897 as it was in 1899, yet between those dates George Dewey and the Cuban battle had been advertised and Uncle Sam put on his international garments and became a world's power and the war advertised the fact. He was just as great years before that time, but nobody knew it, and our international trouble informed the world. Certainly, as a nation, it pays to advertise as well as a merchant.

King Solomon said he couldn't paint the lily. You have all the wisdom, and there are times when I simply admire and take off my hat to the glorious nerve of the advertiser. I used to think an advertising man could overrun his job, but I have seen so many instances of being lead up to a contract after refusing that I have begun to doubt whether there is a limit. In my young and foolish days I was in politics a little and between the politician and the average advertising hustler, there is no great gulf. As I told a gathering of penitentiary convicts at one time on a Sabbath afternoon, I bade them to be of good cheer, because there were others. The politicians who go out to the great gatherings of farmers and tell them all indiscriminately that they are honest and the cream of the earth, when they know that those farmers do no know enough to put up a cord of wood without putting the sticks so crooked that you could throw a cat through it—I say the politicians who tell these men they are God's noble beings, have no right making faces at a convict. But to return to my subject—to any subject that may be handy. Or to imitate the Irishman who was at the horse race and somebody gave him a tip. He played every dollar on a horse, and after the race began to happen, he climbed up on a post by the fence just as the ninth horse passed him, and he saw his horse coming last, and when he came by in the rear the Irishman said, 'I am curious to know what detained you.' But I am not here for any of these purposes, nor am I like the Irishman who went to his priest and confessed to a grievous sin, and the priest said, 'how often have you committed this, my son?' And the Irishman said, 'Father, I came here to confess and not to brag.'

"I have been a solicitor, subscriber and advertiser, and I generally got away in some manner or other with the goods, and I know what a difficult problem you have and am glad to congratulate you and find out that a great many college young men have found access to your ranks, and I don't believe there is a better opening for bright young intellects than in the advertising work, and I don't believe there is a work with a better future than the great advertising work.

"Once, recently, I was asked what was the greatest thing in the world, and was asked to make a few remarks upon the subject of what was the greatest thing in the world, and you might think it would be easy to answer that question. I began to study about it, and I met a veteran of the Civil War, and I said, 'What would be the greatest thing in the world?' And he said, 'to fight a battle and be the victor on the field of battle.' And I met a painter and he said, 'to paint a picture that would live forever and put your name in the galleries of the old masters.' And I met a merchant and he said, 'to transact the business of a nation and have your sails whiten every sea and every port.' And I asked the politician, and he said, 'to be elected to the greatest office by the greatest majority.' And I met an old woman and I asked her, and she said, 'Oh, it would be to be young again; to be eighteen; to have the glow of health and youth upon my cheek, and I to be once more a bride and go to the altar of wedlock, and once more to be a mother and hear the patter of little feet—this would be the greatest thing in the world.' But I answer, my friends, that the greatest thing in the world is man himself, for whom all creatures and things are created, in whose power all other things have been placed; man, created to the image of his Maker, and who is the greatest of all men. The man who has command of himself—of every passion—a man who can say I will let you do this or I will let you do that. The man who has accomplished self-control and self-mastery is the greatest of all men. I knew a great lawyer who had been addicted to drink and he pulled out a drawer and there was a flask of whiskey in it, and I said, 'I thought you had given up drinking.' And he said, 'I have, but I just keep the damned stuff there to show it I am the boss.'

"We are in the morning hours of the twentieth century, looking back on the nineteenth, the greatest of all centuries. The twentieth century will be the crowning success of them all. Some of you will live to see this success; some of you will have departed this life before long, but we can all fight the battle of life with honor and perserverance, and when the smoke of battle clears away, may we not be found within the ramparts with broken musket, but upon the field of honor or dead upon the field of duty.

NEWSPAPER CRITICISMS

BY O. BYRON COPPER, DE SOTO, WIS.

Address all Communications for this Department to De Soto, Wis.

AS SUGGESTED in the last July's department, the NATIONAL PRINTER-JOURNALIST ad-setting contests have reached such a degree of popularity that the discussion of one is quite sufficient for the space allotted to a month's instalment of Newspaper Criticisms; therefore, we again take the liberty of placing in abeyance such other specimens as we have at hand and devoting ourselves this month exclusively to contest No. 3.

While in the present contest, as compared to our last, there has been one less competitor and a few less entries (the last mentioned fact due, no doubt, to rule 6) a close scrutiny of the specimens shown herewith is an adequate explanation of our copious gratification over contest No. 3. That nearly all those who emulated for supremacy in this instance are of the first artists of the country is evident, and that they have handled the somewhat difficult copy furnished them with almost unvarying credit in each instance is cogently demonstrated.

We believe it will be universally conceded by our readers that the excellent results of this competition surpass anything heretofore produced along this line, and we take this opportunity of heartily thanking all who by their contributions and gentlemanly compliance with all rules thereof, have been the means of making contest No. 3 so successful. Following is the summary:

No. 1.—L. Wietlispach, Streator, Ill.
No. 2.—F. L. E. Winn, Mayville, N. D.
No. 3.—B. R. Bowman, Denver, Colo.
No. 4.—W. H. Hooker, Oakland, Calif.
No. 5.—Frank Eaton, Ansonia, Conn.
No. 6.—F. L. E. Winn, Mayville, N. D.
No. 7.—F. L. E. Winn, Mayville, N. D.
No. 8.—H. C. Hull, Asheville, N. C.
No. 9.—L. E. Ovenden, Pawnee City, Neb.
No. 10.—G. W. Lytle, Sundance, Wyo.
No. 11.—B. R. Bowman, Denver, Colo.
No. 12.—L. E. Ovenden, Pawnee City, Neb.
No. 13.—J. A. Hood, Ocean Grove, N. J.
No. 14.—H. C. Hull, Asheville, N. C.
No. 15.—Alvin E. Mattson, Warren, Minn.
No. 16.—J. A. Hood, Ocean Grove, N. J.
No. 17.—Dell Shaw, Mayville, N. D.
No. 18.—J. A. Hood, Ocean Grove, N. J.

In order that correct and intelligent judgment might be rendered in these contests we have devised the following standard of perfection of advertisement composition:

SCALE OF POINTS.

Design	10
Display	10
Typography	10
White space	10
Artistic treatment	10
Harmony	10
Economy	10
Legibility	10
Originality	10
Details	10

GLOSSARY OF TECHNICAL TERMS.

DESIGN—General plan, including both border and text.

DISPLAY—Those lines which are given greatest prominence; and the appropriateness of such lines.

TYPOGRAPHY—The type employed and the taste of such employment.

WHITE SPACE—Margins occurring between the text and border, or separating the various lines or masses of type that make up the advertisement.

ARTISTIC TREATMENT—Beauty of the entire design and taste of the general arrangement.

HARMONY—General agreement of the various faces, rules, borders and ornaments.

ECONOMY—Saving of time and material in evidence.

LEGIBILITY—Clearness and distinctness: that may readily be read.

ORIGINALITY—State or quality of being original; not copied; unhackneyed, extraordinary.

DETAILS—Minute and particular points; spacing; joining of rules; uniformity of faces; margins; ornamentation; justification; punctuation, etc.

CUTTING FOR DEFECTS.

In making standard scores the maximum values of defects are as follows:

DESIGN.

Inartistic design	2 points.
Unsightly design	3 points.

DISPLAY.

Wrong lines displayed	4 points.
Failure to display important lines	3 points.
Weak display	2 points.
Superfluous punctuation of displayed lines	1 point.
Superfluous display	2 points.
Caps of one size type with lower case of another	1 point.

TYPOGRAPHY.

Inappropriate faces	2 points.
Discordant faces intermingled	3 points.
Four or more different series	3 points.
Too large a face for body	3 points.
Too small a face for body	4 points.

WHITE SPACE.

Imperfect justification	2 points.
Lack of adequate margins	3 points.
Crowded effect	2 points.

ARTISTIC TREATMENT.

General unsightliness	4 points.
Lack of taste in arrangement	2 points.
Inartistic ornamentation	3 points.

HARMONY.

Discordant faces and borders	4 points.
Inharmonious ornaments	2 points.

ORIGINALITY.

Extremely elaborate design	4 points.
Extravagance of material	3 points.
Excessive complication of rule work	2 points.
Intricate border design	1 point.

LEGIBILITY.

Use of fancy faces, or texts	2 points.
Solid masses	3 points.
Neatness of display	1 point.

ORIGINALITY.

Hackneyed design	3 points.
Plain, inartistic or common design	2 points.

DETAILS.

Evident carelessness	3 points.
Unjoined rules	1 point.
Typographical errors	4 points.
Wrong fonts	3 points.
Uneven spacing	3 points.
Worn rules and type	1 point.
Inappropriate border	1 point.
Insufficient, or superfluous, spacing	2 points.
Uneven margins about initials	1 point.
To great space between panels	1 point.
Uneven space between panels	1 point.
General defects, not enumerated	4 points.

Several of the competitors this month have complained more or less of the copy submitted for this contest, and most of the complaints were well founded. The copy was however submitted with a purpose in view, as those wise ones, who said nothing but went in to win, no doubt, realized. An undertaker's ad, we believe those who have given the matter any thought will admit, is not one of the easiest things in the world to write. The dealer depends upon the demise of his fellows for his livelihood; other people's loss is his gain. In seeking increased patronage through an advertisement he can hardly ask the accommodating public to "turn up its toes" or "kick the bucket" just to make "another little job for the undertaker;" hence the conspicuous handicap. While looking over last month's budget of papers we believe it was in the Magee *Courier* that we saw an undertaker's ad of the comic order, or rather a line or two calling attention to "a full line of undertaking goods" along with equally complete stocks of saddlery, groceries, etc. The ad which appears on the following pages set in so many different and beautiful ways by so many different and competent compositors, is but a typical country newspaper advertisement, and by virtue of its many departments, varied lines of importance and copious contents is in itself one of the most difficult pieces of composition to be met with in all printerdom, which makes obvious our reasons for having submitted it for this purpose. Nevertheless, we are gratified with the result, as before intimated.

Following is the score of the several specimens entered, based upon the standard of perfection, as outlined above:

No. 1—The awarding of first position and a certificate of excellence to the author of this handsome specimen constitutes one of the finest demonstrations of the efficacy of patience and perseverance which we have ever been able to present. In our initial contest Mr. Wietlispach, the successful contestant in the present strife, attained to the unlucky thirteenth position; in our second, tenth position, and in our third competition he

The Dead and Living
We are prepared to attend to the wants of both.
A decent burial is all you can give the first. In connection we wish to call your attention to our elegant new hearse, the only one in this county. Besides this we always carry a complete line of caskets and funeral supplies.
The living should call and inspect our stock of
FURNITURE
including chairs, rockers, stands, tables, desks, beds, etc. We haven't space here to which to quote the low prices.
'Phone Us.
M. BALM
Deadbury, Mo.

No. 1.

produces an ad "99 per cent pure" and carries off first honors, all because he invariably accepted criticism in the correct spirit, swallowed the bitter with the sweet, thoroughly digested both and assimilated all the good things extended. We have been able to find but two little defects in this example. First, no display line is in evidence identifying the ad with the first line of business suggested in the word "dead." Inasmuch as that the entire design is sufficiently attractive, however, to provoke a complete perusal thereof, we have not, therefore, considered that as a very serious defect in this particular instance. Second, there is a slight deficiency of frugality of time necessarily expended in its construction—we say slight, because, as the reader will note, brass-rule does not comprise the intricacy of this design, but a delicate border equipped with round and square corners, which is far more economically manipulated. Mr. Wietlispach introduces his contribution with the following letter, which is too good to keep:

Nov. 28, 1904.

Mr. O. Byron Copper, Editor Newspaper Criticisms, N. P.-J., De Soto, Wis.

DEAR SIR:—I herewith hand you my design for entrance in Contest No. 3. Although the announcement of this contest found me unusually busy, I was determined to "get in," and in order to do so I found it necessary to burn the midnight oil, *knowing* that I will be amply repaid for the time—and oil—so devoted.

As you will observe from enclosed announcement, I have gone into business for myself. I have a first-class job printing plant, consisting of three presses and other machinery, also a good assortment of up-to-date type faces, etc. I am determined to make my new venture a success—as I have all former undertakings; no failure for me. In this connection I want to say that the NATIONAL PRINTER-JOURNALIST and other trade journals have aided me wonderfully in whatever success I may have achieved in the past, and as there is still a vacancy in my "phrenological bump of construction," I will continue studying their pages, among which the N. P.-J. stands pre-eminent. If more printers would realize the benefits to be derived through close study of the pages of trade journals, there would today be *more better printers.*

Hoping Santa Claus will have no trouble in locating your socks, and stuff them so liberally as to force out the toes (if they are not already out); and wishing you continual good health, and happiness, and a large instalment of prosperity during the New Year, I am,

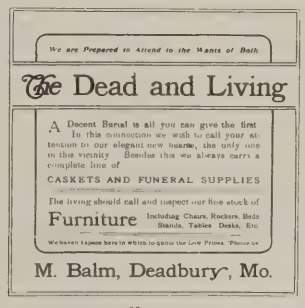
Yours fraternally, L. WIETLISPACH.

THE STANDARD SCORE.

AD NUMBER	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
Design	10	10	10	9¾	10	10	9¾	9¾	9¾	10	9	9¾	8	10	9¼	9	7	6½
Display	9½	10	9½	10	9½	10	10	9	7½	7	7½	8	9¾	7	8	9½	10	10
Typography	10	10	9½	10	10	10	9½	10	9¾	10	9	9¾	9¾	10	10	10	10	10
White Space	10	10	10	10	10	9½	9½	10	10	10	10	10	9¾	10	10	10	10	9½
Artistic Treatment	10	10	10	9½	10	9½	9½	9¾	9½	10	9	9	9	9½	8	8	8	6
Harmony	10	10	9½	10	10	9½	9½	9½	9½	10	10	9½	10	10	10	9½	9¾	9½
Economy	9½	9	10	8½	8½	8¾	8½	8	9¼	8	10	8	9	8	10	8½	10	10
Legibility	10	10	9½	10	9½	10	9½	10	10	9	10	9½	8½	10	10	10	10	10
Originality	10	10	10	10	10	10	10	10	9¼	9¼	9	10	8	10	6	6½	6	6
Details	10	9½	10	9½	9½	9½	9	8	9	10	9½	9	10	7	10	10	9¾	9½
Score	99	98½	98	97¼	97	96¾	94¾	94	93½	93¼	93	92½	91¾	91½	91¼	91	90½	87

Mr. Wietlispach will now have to make a credit entry in his ledger, to balance "time—and oil—so devoted" on the debit side. We rejoice to hear of his business venture, and know that the successful mental attitude which he is maintaining will attract to it naught but success. We most heartily thank Mr. Wietlispach (oh! that unpronounceable, unspellable name!) for the unsolicited testimonial as inscribed above, and we also thank him (or rather thank our good and dutiful better half, who darned the darn things while we sought refuge in bed) that our socks are not out in the toes, nor in the heels either, and since we have been an exceptionally good little boy during the past fortnight, at least, (the date of this writing is the 5th of December), we anticipate the realization of Mr. W.'s best wishes. The same, to you, Brother Lawrence.

No. 2—Frank L. E. Winn, "typographic architect," of Mayville, N. D., an artist not unknown to readers of this journal, is the creator of this excellent design, which has fallen but a half point below its predecessor. According to the foregoing standard this ad has been considered perfect in all but two respects—economy and details. The design is a beautiful one but necessarily somewhat complicated. The last two light


We are Prepared to Attend to the Wants of Both
The Dead and Living
A Decent Burial is all you can give the first
In this connection we wish to call your attention to our elegant new hearse, the only one in the vicinity Besides this we always carry a complete line of
CASKETS AND FUNERAL SUPPLIES
The living should call and inspect our fine stock of
Furniture
Including Chairs, Rockers, Beds Stands, Tables Desks, Etc.
We haven't space here to quote the Low Prices Phone us
M. Balm, Deadbury, Mo.

No. 2.

face rules at the bottom have given an imperfect impression, and had one lead been transferred from the top of the matter occupying the lower portion of the inner round-cornered panel to the bottom thereof, the better effect would have been well worth the trouble. The two rules running parallel with the panels at either side of the main display line would have been more desirable conjoined with the vertical rules of said panels. The spoiled "d" in "Deadbury" is also a defective detail; nevertheless, the beautiful design, the correct display, the symmetrical typography and daintily distributed white space, the fine artistic touch predominating throughout, the perfect harmony of faces and material, the clearness and distinctness of the whole, and the high degree of originality conspicuously in evidence combine in making this design a work of art and usefulness. Mr. Winn is certainly to be congratulated upon his genius and skill with the stick and rule.

No. 3—We have here a study in simplicity, and we ask our readers to study it well before passing on to the next exhibit. Note the delicate beauty of the design—a dainty acorn-like pendant swung gracefully upon a spotless field of white and encompassed by one of the neatest of rule borders. The display of this ad has the same defect as that mentioned in the review of No. 1, and the choice of a text for the display lines of an ad is a point which we have long contended as wrong. But this is fortunately not a very hard text to read. This fact of a text for display necessitates a cut on harmony, yet we will admit that there is no striking discord in evidence; it is rather a harmonious contrast. In point of design, whiting out, artistic treatment, economy, originality and details this ad is perfect, and well deserves the high score of 98. It is brim full of its creator's individuality and art. Following is a letter from Mr. Bowman, the author of this handsome

We are prepared to attend to the wants of both
The Dead and the Living
A decent burial is ALL you can give the first. In this connection we wish to call your attention to our elegant new hearse, the only one in the vicinity The living should call and inspect our fine stock of
Furniture
including Chairs, Rockers, Stands, Tables, Desks, Beds, etc We haven't space here in which to quote the low prices Besides this, we always carry a complete line of Caskets and Funeral Supplies
PHONE US
M. BALM
DEADBURY MO

No. 3.

type effect, which contains several hints anent advertisement composition worth the time required for the reading:

DENVER, COLO., Nov. 26, 1904.

Mr. O. Byron Copper, De Soto, Wis.

DEAR FRIEND:—The ad-setting contests of the PRINTER-JOURNALIST are always interesting and cannot fail to be of much value to all who inspect the various ideas represented by the different contestants. I have noticed that every printer who has had slightly more than an ordinary experience usually gives every piece of his work his own individuality. This might be done consciously or unconsciously, but the fact exists according to my observation. It is interesting to note that "Newspaper Criticisms" is always alive to things that exist with admirable courage. I am submitting two specimens to pass through the regular process to see what might be said of my particular individuality because I have seldom been able to make my work deceptive enough not to be recognized. In submitting these specimens I am contending that it is not necessary to make newspaper ads so commonly grotesque and neither is it essential for the good appearance of the ad to be filled up with too many discordant type faces. These principles are all well known by you, and I submit these specimens as my idea of what would be an improvement over the ordinary newspaper ad, whether used on a stereo in the daily or the moderate run of the weekly.

Very truly yours,

B. R. BOWMAN.

No. 4—This is in reality the only perfectly displayed contribution to this contest. This compositor, W. H. Hooker, an ad man on the Oakland (Calif.) *Enquirer*, realized from the context of the copy supplied that "Monsieur Balm" desired as much as anything to get the fact before the public that he possessed a new hearse, and since this was placed first in the copy it is strange indeed that Compositor Hooker

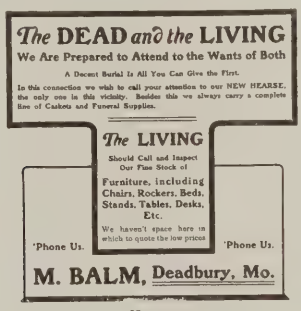
THE DEAD AND LIVING
We are prepared to attend to the wants of both
A decent burial is all you can give the first
In this connection we wish to call your attention to our elegant
NEW HEARSE
the only one in this vicinity Besides this we always carry a complete line of
CASKETS and FUNERAL SUPPLIES
The living should call and inspect our fine stock of
FURNITURE
including chairs, rockers, stands, tables, desks, beds etc We haven't space here in which to quote the low prices
'PHONE US
M. BALM
DEADBURY, MO.

No. 4.

should have been the only contestant to grasp it. Mr. Hooker's panels are very nicely joined at the corners and the whole design accurately balanced, and we should have marked it perfect had only a nonpareil space existed between the panels. As to typography this example is most excellent, the mourning border and the Gothic to match being quite appropriate for the occasion. The ad is well whited out and artistically treated throughout, with the exception of the several short horizontal rules between the two square panels. There is no noticeable disagreement in the rules and type employed in this example, therefore a mark of ten points is given for harmony; but since panels are time-killers at their

best, the cutting on economy has necessarily been quite severe. The ad is clearly legible and very original, but there are various little defects in detail which have not escaped the critic's eye. Among these we have already cited the superfluous space between panels; the short horizontal rules between the two square panels that detract rather than add to the beauty and strength of the advertisement; and besides these there is the apostrophe in "'phone" and the comma after "Deadbury," both of which should have been omitted in this scheme; in eking out the design in one or more instances irregular spacing has been necessary, which is nevertheless a defect, and even letter-spacing of straight matter is in evidence. In the line "New Hearse," the first word bears the appearance of having been thin-spaced, while the second word is not; the spacing should have been uniform. On the whole, however, this is a very good ad, full of strength and beauty and well merits its high score of 97¼ points. Will be pleased to hear from Mr. Hooker again.

No. 5—A perfect design from Frank Eaton, typographer, at Ansonia, Conn., in which the defect in display, by that which has already been said with reference to this point, is readily observable; but the choice of type and accessories could hardly be improved. The matter is easily adapted to the allotted area, with sufficiently strong display and a commendable amount of white masses. The skillful touch of the artist


The DEAD and the LIVING
We Are Prepared to Attend to the Wants of Both
A Decent Burial Is All You Can Give the First.
In this connection we wish to call your attention to our NEW HEARSE, the only one in this vicinity. Besides this we always carry a complete line of Caskets and Funeral Supplies.
The LIVING
Should Call and Inspect Our Fine Stock of
Furniture, including Chairs, Rockers, Beds, Stands, Tables, Desks, Etc.
We haven't space here in which to quote the low prices
'Phone Us.
'Phone Us.
M. BALM, Deadbury, Mo.

No. 5.

is conspicuous in every line and rule throughout this design, and, in the main, everything is strictly harmonious. In the composing of all such handsome pieces of work as this considerable time and more or less material is always required, however, and these old style, black, irregular faces are certainly not superlatively legible. This design is strongly earmarked with originality; but the use of the Italic with the straight of this Post Old Stylish face is, an approach upon discord, a veritable repulsion to the senses of the printer-æsthete, notwithstanding it is a common practice among modern compositors. In this particular instance the comma after "Balm" would really have been better omitted. In passing it must be added that this is a very good ad and one which would never escape notice in the columns of a newspaper.

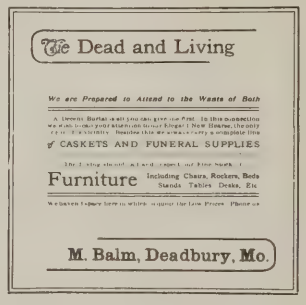
No. 6—As the reader has doubtless guessed, this is another of Compositor Winn's artistic entries. In point of design, display and typography we can find no fault with this specimen; but, while there is adequate white space in evidence, the distribution thereof is disproportionate, that is, the central portion of the design is almost crowded in aspect, while there is a bare emptiness at each side. This design is undeniably a very pretty one but there is scarcely the high degree of artistic treatment in evidence as that in exhibit No. 2. The two lines of Gothic at the top are somewhat out of keeping with the other pleasing lines, and we wonder why in the world the same beautiful series as appears elsewhere was not also employed here. This is not an economical ad, but is full of originality and strictly legible. There are several details which merit praise, for instance, the omission of punctuation in displayed lines, the neat joining of rules, etc., but there are others less commendable, some of which have been enumerated above. The fist and the division of the word "attend," are other defects which have not escaped us. A

The Dead and Living
WE ARE PREPARED TO ATTEND TO THE WANTS OF BOTH
A Decent Burial is all you can give the first.
In this connection we wish to call your attention to our elegant new hearse, the only one in this vicinity. Besides this we always carry a complete line of
CASKETS AND FUNERAL SUPPLIES
The living should call and inspect our Stock of
Fine Furniture
Including chairs, rockers, stands, tables, desks, beds, etc
We haven't space here in which to quote the Low Prices
'Phone us
M. BALM
Deadbury, Mo.

No. 6

judge of livestock once told the writer it was a much easier matter to criticise a high-grade animal than an inferior one, and so it is with ads; in a good design the defects show up so much more prominently than those in a poorer one. To again return to the subject, "after all is said and done" the fact remains that this specimen No. 6 is in some respects superior to several of those which have been given precedence over it, and fairly towers above the ordinary run of newspaper advertisements.

No. 7—This is the third and last sample of Mr. Winn's composition entered in this interesting struggle. As to design it is easily a quarter of a point "worse" than its immediate predecessor, yet measures up to an eminent standard. Display is so near perfection that no cut is licensed; but, since there are three different faces besides the nonpareil Modern Roman in use, so much cannot be said of this speci-

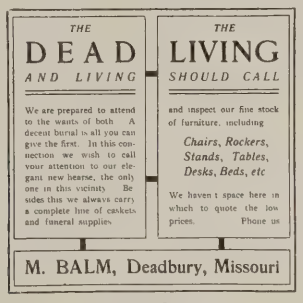

The Dead and Living
We are Prepared to Attend to the Wants of Both
CASKETS AND FUNERAL SUPPLIES
Furniture
Including Chairs, Rockers, Beds
Stands Tables Desks, Etc
M. Balm, Deadbury, Mo.

No. 7.

men, typographically. The scheme of whiting-out as in evidence is well adapted to this design, since it is conspicuously one of what is known in art as "masses," but as applied to our standard of advertisement composition, crowdedness is an evident defect. Artistic treatment and harmony are on a par, with a slight drop in economy, while due to its crowded aspect the ad is not perfectly easily read. The design is strictly a Winn product, and so far as we know, absolutely original. Rule joints and corners are not so admirably well joined as in the other specimens from this same artist and there are other slight defects noticeable. In the main, however, we fully concede this an excellent type effect and well deserving of the high score given it.

No. 8—Forsooth, we have no really bad ads in this collection, which is a more gratifying compliment than could be bestowed upon our two previous contests. Here is a specimen

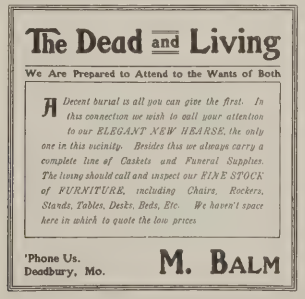
by Compositor Howard C. Hull, of Asheville, N. C., which, too, like those specimens in our last instalment, demonstrates most satisfactorily the gigantic strides toward success which this compositor has made within the past few months. And it is not egotism, we hope, to add that Mr. Hull accredits much of his success to the instruction received through this journal and these occasional ad-setting contests. In point of


THE
DEAD
AND LIVING
We are prepared to attend to the wants of both A decent burial is all you can give the first. In this connection we wish to call your attention to our elegant new hearse, the only one in this vicinity. Besides this we always carry a complete line of caskets and funeral supplies
THE
LIVING
SHOULD CALL
and inspect our fine stock of furniture, including
Chairs, Rockers, Stands, Tables, Desks, Beds, etc
We haven t space here in which to quote the low prices. Phone us
M. BALM, Deadbury, Missouri

No. 8.

design this specimen very nearly approaches the mark of perfection, but there is the common mistake as regards display—or the failure to display—important facts. Typographically this ad is perfect in its uniform faces, and the whiting-out has been neatly executed. Without the short, heavy rules connecting the various panels an excellent harmonious effect would have resulted, and with just a third as much space between panels would have attained a higher marking in artistic treatment. As we have heretofore hinted, brass-rule panels are an expensive luxury, but very pretty things for bringing out original type ideas. Every portion of this ad is clear and distinct and easily read, and while the idea of panels of any description might be considered somewhat hackneyed in this day and age, yet Mr. Hull has lent a high degree of originality to his design, that is, in the manner in which he has adapted the matter to his design, or vice versa. The heavy cut in details, as per standard score, arises chiefly because the space between the inside panels and the outer rule-border, at the top and bottom, is not equidistant with that at the sides, together with other defects alluded to before. We rejoice in Compositor Hull's improvement, comprehensibly measured by a jump from twenty-first position in our last contest to eighth position in the present strife, and, hope to hear regularly—and we know it will be favorably—from him in the future.

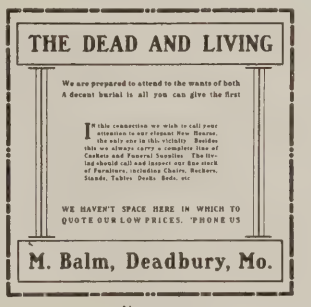
No. 9—Even able judges, we do not doubt, on casual inspection will give this handsome specimen preference over at least some of the preceding designs, and the mistake will be easily excusable, for, as to looks, this specimen is almost


The Dead and Living
We Are Prepared to Attend to the Wants of Both
A Decent burial is all you can give the first. In this connection we wish to call your attention to our ELEGANT NEW HEARSE, the only one in this vicinity. Besides this we always carry a complete line of Caskets and Funeral Supplies. The living should call and inspect our FINE STOCK of FURNITURE, including Chairs, Rockers, Stands, Tables, Desks, Beds, Etc. We haven't space here in which to quote the low prices
'Phone Us.
Deadbury, Mo.
M. BALM

No. 9.

ideal, and it is only technically that it is defective. This ad is perfect in but the two respects—whiting-out and legibility. The only pronounced defect is in display, while the degree of other defective departments may be ascertained by reference to the accompanying score. The uneven space about the initial letter is about the most damaging defect in detail. Everything is nicely balanced and there is a fine touch of art in this specimen. The use of the light faced Italic in connection with the appropriate bold display lines and artistic border gives a rather pleasing effect, but can scarcely be considered strictly harmonious. Little more than regulation time would be required in the setting of such a design as this, for this kind of panel can readily be formed of labor-saving rule without waste of time or material. L. E. Ovenden, of Pawnee City, Neb., is the father of this example and certainly deserves high praise for his skill and artistic taste in ad-composition.

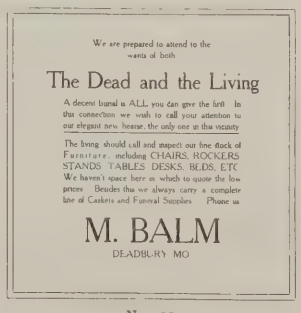
No. 10—This is a peculiar example: In six out of the ten departments, as stipulated in the score, it has secured the mark of perfection; but in the other four remaining departments the markings have necessarily been sufficiently depreciatory to lower the whole degree of excellence to a point considerably beneath some of the ads of far less pleasing appearance. It is a western product, of the architectural


THE DEAD AND LIVING
We are prepared to attend to the wants of both
A decent burial is all you can give the first
In this connection we wish to call your attention to our elegant New Hearse, the only one in this vicinity. Besides this we always carry a complete line of Caskets and Funeral Supplies. The living should call and inspect our fine stock of Furniture, including Chairs, Rockers, Stands, Tables Desks Beds, etc
WE HAVEN'T SPACE HERE IN WHICH TO QUOTE OUR LOW PRICES. 'PHONE US
M. Balm, Deadbury, Mo.

No. 10.

order, by G. W. Lytle, Sundance, Wyo. For nicety of design, typographical unity, correct distribution of white space, fine artistic treatment, perfect harmony and high originality this specimen is not excelled by any other exhibit in this interesting assortment; but there is an undeniable deficiency in display, inasmuch as that of the important information, which the ad was virtually intended to disseminate, none is given due prominence; since considerable time and material is required in the construction of such designs, it is, therefore, also somewhat wanting in economy. While the type has been artistically massed, the contents of the central portion are a trifle miniature, giving in this type a crowded and somewhat illegible appearance. These architectural columned effects with rule are somewhat hackneyed, but Compositor Lytle has given this design something more than a copied view. We ask the reader to note the carefulness and perfection of balance and all details, which so greatly enhance the beauty of this exhibit.

No. 11—There is no difficulty in recognizing in this design the handiwork of that skilled artist "who executes and writes about modern printing," Burt R. Bowman, of Denver, the

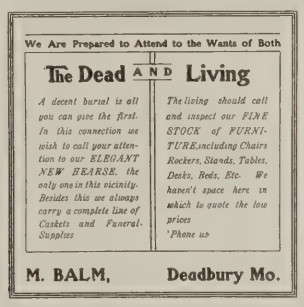

We are prepared to attend to the wants of both
The Dead and the Living
A decent burial is ALL you can give the first In this connection we wish to call your attention to our elegant new hearse, the only one in this vicinity
The living should call and inspect our fine stock of Furniture, including CHAIRS, ROCKERS STANDS TABLES DESKS, BEDS, ETC We haven't space here in which to quote the low prices Besides this we always carry a complete line of Caskets and Funeral Supplies Phone us
M. BALM
DEADBURY MO

No. 11.

creator also of reproduction No. 3, which, by the way, is eight degrees higher in excellence than this. This eleventh example, like its "twin brother," No. 3, is perfect in white

space, and economy, while as regards harmony and legibility it is a trifle better; but in design and display it has fallen short of the excellence of its predecessor. There is monotony in the typography, too, and a less finer artistic treatment and execution of details. The reader will appreciate these assertions more readily by a careful comparison of the two samples. In these two ads, however, Mr. Bowman has given us, as he suggests, something on the order of an innovation in advertisement composition—something less grotesque in their dignified simplicity and more inviting and pleasing to the average mortal vision. Let us hope in this respect at least it may stand as a herald of the future advertisement.

No. 12—While suggesting a greater versatility perhaps, yet Compositor L. E. Ovenden, the creator of the design as shown in exhibit No. 9, has left the stamp of his individuality upon this specimen, also, the design of which is most beautiful, highly original and correctly relieved with white space. In point of display, like so many of the contributions to this collection, there is a big defect in evidence, while, with the ex-


We Are Prepared to Attend to the Wants of Both
The Dead AND Living
A decent burial is all you can give the first. In this connection we wish to call your attention to our ELEGANT NEW HEARSE, the only one in this vicinity. Besides this we always carry a complete Line of Caskets and Funeral Supplies
The living should call and inspect our FINE STOCK of FURNITURE, including Chairs Rockers, Stands, Tables, Desks, Beds, Etc. We haven't space here in which to quote the low prices
'Phone us
M. BALM, Deadbury Mo.

No. 12.

ception of the error as designated in the criticism of No. 9, the choice of type is good, likewise legibility. Had the two panels been entirely independent of one another and connected only by the over and underscored "and," then the artistic treatment would, in the opinion of the writer, have been well nigh perfect. The design is somewhat extravagant. With the comma after "M. Balm," and none after "Deadbury," where there is really use of such a point, details gets a heavy cut; and there is another point in detail relative to the conjunctive "and" upon which we could hardly decide without proofs. That is whether the word would not have looked better in lower case, or without the space between letters. There's something wrong right in that locality, but we are free to confess that just what it is does not definitely occur to us at this writing.

No. 13—J. Albert Hood is the compositor of this "unlucky thirteenth" specimen, with a score of 91¾ points. Before

THE DEAD AND LIVING: WE ARE PREPARED TO ATTEND TO THE WANTS OF BOTH
A decent burial is all you can give the first. In this connection we wish to call your attention to our elegant New Hearse, the only one in this vicinity. Besides this, we always carry a complete
LINE OF CASKETS AND FUNERAL SUPPLIES
THE LIVING SHOULD CALL AND INSPECT OUR
FINE STOCK OF FURNITURE
including CHAIRS, ROCKERS, STANDS, TABLES, DESKS, BEDS, ETC.
WE HAVEN'T SPACE HERE IN WHICH TO QUOTE THE LOW PRICES. PHONE US.
M. BALM DEADBURY MO.

No. 13.

launching forth into an ex-haustive criticism of this design, we wish to state that we have been very much disappointed with Mr. Hood's entries in this contest—in these he certainly has failed to come up to the high standard of his excellent reputation established on former occasions of this kind. Mr. Hood writes:

Ocean Grove, N. J., Nov. 12, 1904.

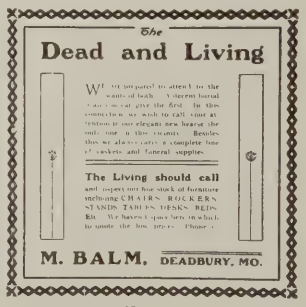
Mr. O. Byron Copper, De Soto, Wis.

Dear Mr. Copper:—I note in the November issue of the National Printer-Journalist that you have started another ad contest, in which I cannot resist the temptation to participate. So I have invaded the ad "alley," and with a few pieces of rule and some types builded an ad from the funereal copy furnished. A few proofs of the result of this typographical effort I am sending you under separate cover, and trust, if it is reproduced in that printers' journal *par excellence*, the N. P.-J., it may prove of some interest to the many clever ad compositors who will see it. Cordially yours,

J. A. Hood.

Our opinion, founded on examination of Mr. Hood's work in the past, is that he is not much given to grotesque designs. His ads are always conspicuously plain and neat and this example is no exception to the rule. The designing of this ad is, as we have previously suggested, somewhat below its creator's standard; display, typography and whiting-out are all but a very trifle defective, and the whole is somewhat short in artistic treatment. In point of harmony, however, this design strikes us as perfect—perfectly "funeralistic" in every respect—like the copy. Although there were three panels to construct, the building of this ad was not an extraordinary proposition, for panels like these, as every printer can readily appreciate, are not difficult to make, and can be manufactured to advantage with labor-saving rule. Condensed Gothic, in the smaller sizes especially, is rather illegible, and particularly where not strongly forced out by a copious background of white. This specimen is not an original one, but we ask the reader to note the fine and commendable precision with which every little detail is attended to—note the exactness with which each joint and corner connects, the regularity and eveness of the spacing and the sane omission of points where there is practically no use for punctuation. The reader must recall the words of one of our contemporaries, to the effect that it takes a great artist to produce a masterpiece with Gothic type owing to the simplicity required; therefore Brother Hood has done well, even also in this instance.

No. 14—Here is another design by Howard C. Hull, the creator also of No. 8 of this instalment. Six departments of this specimen have scored up to the perfection mark—namely design, typography, white space, harmony, legibility and originality—which speaks cogently for its excellence; but, where defects are manifest at all—chiefly in point of display, economy and details—they have been sufficient to lower the

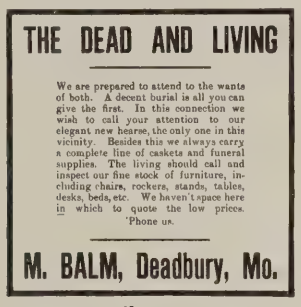


No. 14.

design to the fourteenth position. As regards the general defects, a close perusal of the foregoing comments and careful comparison of the various specimens will be sufficient, and as regards the defects in detail we will mention the erroneously inverted corner-pieces of the border, the superfluous comma following "Balm" and the "the" at the top of the ad. This latter word should occupy a higher position between the rules inside the border—within a lead's distance of the border would have been better—in order to have the extended rules

to strike it as nearly in the center as possible. For beauty of design and fine artistic treatment this ad is but little inferior to any in this list.

No. 15—The introductory words of the preceding paragraph might very appropriately be applied in this instance also, as this design, too, is perfect in six respects, viz.: typography, white space, harmony, economy, legibility and details. The defect of display is prominent, yet the ad has been so cleverly treated and stands out so attractively that a severe cut in this respect is scarcely justified. While this example is the


THE DEAD AND LIVING
We are prepared to attend to the wants of both. A decent burial is all you can give the first. In this connection we wish to call your attention to our elegant new hearse, the only one in this vicinity. Besides this we always carry a complete line of caskets and funeral supplies. The living should call and inspect our fine stock of furniture, including chairs, rockers, stands, tables, desks, beds, etc. We haven't space here in which to quote the low prices. 'Phone us.
M. BALM, Deadbury, Mo.

No. 15.

"personification of simplicity" itself, as compared with Mr. Bowman's exhibit No. 3, the degree of "simple art" is considerably lower. The design is, of course ordinary and lacks strong originality, nevertheless it constitutes a striking type effect and is made up of appropriate material. Alvin E. Mattson, the creator of this pleasing ad is with the Warren (Minn.) *Sheaf*, and when the real facts and conditions, as expressed in the following letter, are taken into account, the score of 91¼ points for this example is indeed encouraging. Here is the letter:

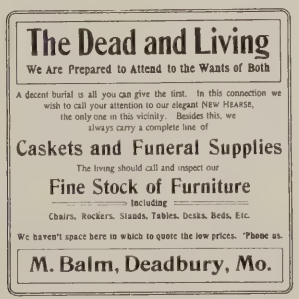
WARREN, MINN., Nov. 5, 1904.

Mr. O. Byron Copper, De Soto, Wis.

DEAR SIR:—I herewith send you the ad which I wish you to enter in the ad contest. I have had only two years' experience so I do not expect to have the best, or near the best. This is the first ad I have set without instructions of any kind. Yours truly,

ALVIN E. MATTSON.

No. 16—This is the second contribution from Compositor J. A. Hood. By reference to that already said relative to his specimen No. 13, and a comparison of the two accompanying


The Dead and Living
We Are Prepared to Attend to the Wants of Both
A decent burial is all you can give the first. In this connection we wish to call your attention to our elegant NEW HEARSE, the only one in this vicinity. Besides this, we always carry a complete line of
Caskets and Funeral Supplies
The living should call and inspect our
Fine Stock of Furniture
Including
Chairs, Rockers, Stands, Tables, Desks, Beds, Etc.
We haven't space here in which to quote the low prices. 'Phone us.
M. Balm, Deadbury, Mo.

No. 16.

standard scores, the reader may be able to conceive all that we might consume valuable space in writing, therefore we pass onto the next exhibit without further comment.

No. 17—Naturally, we would much rather receive letters with contents analogous with the doctrines as set forth from time to time in this department, yet we can harbor no disrespect for the man who may differ from us in ideas of the art preservative, and we are certainly more prone to reproduce a discrepant epistle than one replete with flattering

Our Fine Stock of Furniture
Including chairs, rockers, stands, tables, desks, beds, etc., the living should call and inspect. We haven't space here in which to quote the low prices 'Phone us Besides this we always carry a complete line of caskets and
Funeral Supplies
We are prepared to attend to the wants of both the dead and living. A decent burial is all you can give the first. In this connection we wish to call your attention to our elegant new hearse, the only one in this vicinity
M. Balm - Deadbury, Mo.

No. 17.

agreement, hence the presentation of the following "long-winded spiel" in direct opposition to the statement therein that it "is not for print:"

November 14, 1904.

O. Byron Copper, De Soto, Wis.

DEAR SIR:—The announcemnt of a third contest was received with much pleasure. If there is anything I like better than an ad contest—it is more contests.

In the ad submitted you will note that the rules that you dearly love so well, are conspicuous by their absence. Have omitted any rule-work for the simple reason that this shop hasn't any. And, secondly, would not know how to use rules if I had them. They are like ornaments—they have their uses but receive many abuses.

In contest No. 2, I remarked that the lumber ad was poor. Although I received a mild rebuke—up I jump again and say that this ad is about as bad as they make 'em. Two features I would eliminate entirely: "Living and Dead" and "A Decent Burial, etc.," There are altogether too many subjects mentioned. Leave out the undertaking line and still there would be enough for six good ads. Then the dealer would not need complain of lack of space. (Although this ad be a myth, am trying to criticise it as though it were the real thing, for such ads do appear every day.) Would be able to thoroughly describe each article and give a price, which is very essential in furniture advertising. And if he be an up-to-date advertiser he will also procure a good cut for each ad. The words "'Phone Us" may as well be left out, as they tell nothing except that the man has a telephone. The number should have been given.

The ad as given, reads more smoothly than the one I have submitted, but I saw no other way to follow the method I have lately adopted, or tried to, in setting ads, and that is: "Make the heading identify the ad with some particular line of business, and at the same time bring out a selling point.

As practically two lines of business were introduced, was compelled to introduce another display line—making three. Two would have been sufficent for an ad of this size, or even larger, and such would have been the case in my ad had not undertaking been introduced.

Perhaps you will consider my remarks a little out of place, but as they are not for print, hope you will pardon my long-winded "spiel," as you see I have ideas of my own, although they do not always harmonize with yours.

Hoping that I will not be any further behind in this contest than I was in the last, I remain, Yours truly,

DELL SHAW.

The use of rule is not absolutely necessary to an ad's perfection, but it is nevertheless an undeniable fact, not unknown to eminent art-compositors, that the use—not the abuse—of brass rule is one of the most desirable vehicles for the exploitation of originality and artistic effects, and the ad compositor who "would not know how to use rules if he had them" has yet to learn one of the most important branches of modern high-art composition. We are quite free to admit that Mr. Shaw's exhaustive criticism is not only a "little out of place," as he suggests, but an absolute "dislocation." We are quite surprised that with his profound knowledge of the correct thing in advertisement writing our friend is not enjoying at least a ten-thousand-dollar position as advertising manager for some one of the great firms of this progressive country. Unquestionably it would seem that there is always a big chance for such bright people. In the first place the copy submitted in this contest was not presented as a model

of advertisement *par excellence*, much less for the sole object of having it individually reviewed and criticised by all the compositors in Christendom; on the contrary it is a courtesy—a mere act of civility and respect due this department of the NATIONAL PRINTER-JOURNALIST, to concede that we were quite aware of the shortcomings of this particular ad, but, as suggested in the introduction, submitted it with an obvious purpose in view. Our natural inclination is to say "Pshaw!" "merely this and nothing more," and let it go at that; but the time has evidently come for a definite understanding between Mr. Shaw and this department of the NATIONAL-PRINTER-JOURNALIST, that is, as to whether he is stationed at Mayville, N. D., for the sole purpose of offering "tallow dip philosophy" for the enlightenment of trade-journal department editors or whether these departments are established and maintained for the express purpose of offering instruction to compositors, in and out of trouble, who are willing to read and listen and learn. Many of our would-be critic's comments are well founded, as we have prefatorily intimated, and entirely in accord with our own ideas of good advertising. But when he asserts that the reference to "Dead and Living, a decent burial," etc., is in the least disrespectful he manifests narrow-minded philosophism. The supposition that this ad is a mythical product, is not entirely correct since it was taken with but a few slight changes from the columns of a real newspaper, therefore representing something actually to be met with in newspaper advertisement composition. The reference to prices and illustrations (while we profess to be no great authority on advertisement writing) is, in our opinion, excellent, but the remark relative to the injunction, "'Phone us," is undoubtedly passed without a definite knowledge of conditions. We happen to know that the original of "Monsieur Balm" is connected with a rural or farmers' telephone line, on which each patron has an individual call and no number is required; but in case of a death, all the surviving relatives have to do is 'phone "M. Balm" for an up-to-date coffin and engage his elegant "new hearse," in order to bestow upon the poor departed one "a decent burial" —all of which to Dell Shaw's sensitive ears no doubt, sounds decidedly "disrespectful." How much different is the tone of this letter, containing a criticism, nevertheless, from G. W. Lytle, the compositor of exhibit No. 10:

Nov. 24, 1904.

O. Byron Copper, De Soto, Wis.

DEAR SIR:—I enclose you herewith three copies of the ad composed by me for the November contest, which I trust may reach you in time and you may find room to reproduce and criticise to the end that I may be benefited and the craft profit thereby. The amount of matter for the ad and the limited space for its display reminded me of some advertisers who have much to say and want to say it forcibly but seem unwilling to pay the printer man for enough space to display a calling card.

The NATIONAL PRINTER-JOURNALIST has been received at this office for several years and I am among the readers of the magazine whom there is no doubt but that its teachings have helped. I always look to the coming of the next number with eagerness.

Sincerely yours, G. W. LYTLE.

The only strongly marked defects in evidence in Mr. Shaw's contributed example as shown in reproduction No. 17, might be assigned to the departments of design, artistic treatment and originality. In point of display, type, white space, economy and legibility this ad is considered perfect; but the relation of the type to the border is scarcely harmonious, and a trifle less space between the two top displayed lines is a suggestion for improvement in detail. To be sure the displayed lines of an ad ought to identify it with some particular line of business, but these need not constitute the *heading* thereof.

No. 18—This specimen—the third from J. A. Hood—is most remarkably defective in the departments of design, artistic treatment and originality, with lesser defects in whiting out and details. In view of the material employed a perfectly harmonious effect would reasonably be expected, nevertheless this ad possesses a discordant aspect. It is perfect, however as regards display, typography, economy and legibility. In the main this specimen strikes us as a very ordinary and inartistic product, and certainly not representative of Mr. Hood's usual high-grade ability.

The Dead and Living
WE ARE PREPARED TO ATTEND TO THE WANTS OF BOTH
A DECENT burial is all you can give the first. In this connection we wish to call your attention to our elegant New Hearse, the only one in this vicinity. Besides this, we always carry a complete line of
Caskets and Funeral Supplies
The living should call and inspect
Our Fine Stock of Furniture
INCLUDING
Rockers, Chairs, Stands, Tables, Desks, Beds, Etc.
We haven't space here in which to quote the low prices. 'Phone us.
M. BALM : DEADBURY MO.

No. 18.

O. BYRON COPPER.

AN IMPROVEMENT ON FLAT RATES.

There is considerable talk about the flat rate for advertising and while perhaps it is the best plan for a largely circulated publication yet it is hardly feasible for the country weekly. A publisher of experience who has tried various rates has hit upon the following as the most satisfactory plan he has tried and it seems to be just to both parties. In making contracts it is desirable to put in a clause providing that if the agreement is cancelled, for any cause, the amount of advertising done shall be paid for according to the schedule, as frequently advertisers contract for 1,000 inches of space and are only able to use one-half or one-quarter of it. The plan is that adopted by the publisher of the Essex County (Mass.) *Mercury* as shown in the following copy of rate card:

ESSEX COUNTY MERCURY.

Established 1767.

Published at Salem, Mass.

8 pages of six columns, 20 in. long, 2 1-6 in. wide.

Subscription $1.50 per year.

ADVERTISING RATES.

For Space to be used within one year.

	Per inch.
One inch or less	50 cents.
Two to five inches	40 cents.
Six to ten inches	30 cents.
Eleven to twenty-five inches	25 cents.
Twenty-six to fifty inches	20 cents.
Fifty-one to one hundred inches	15 cents.
101 to 200 inches	12½ cents.
201 to 500 inches	10 cents.
501 to 1,000 inches	9 cents.

Special position 15 per cent additional.

Reading Notices 10 cents per line each and every time.

Orders under $2, cash. Over $2, ten per cent off for cash with order.

With a weekly local paper of a thousand circulation and above, our own opinion is that never should a rate be made lower than fifteen cents an inch and that three cents an inch should be added for each additional thousand after two thousand circulation is reached. A local paper does, at a great proportionate expense, a work for advertisers than can not be done in any other way. Where acceptable plates are furnished for the advertising, saving composition and use and wear of type, without causing extra time or cost in the make-up or on the presswork, it is fair to allow a reasonable discount, say of four or five cents an inch, for composition.

QUESTION BOX

All Questions from Printers will be Answered in this Department
Address CHARLES A. KING, Beverly, Mass.

S. K. D., Michigan.—I am comparatively new in the newspaper business and would like to discover from some friendly member of the craft if there is any remedy for wooden base electros which warp and curl and destroy not only the appearance of the paper but the peace of mind of the editor. I tried to refuse foreign advertising when on wood bases, but found that in so doing I frequently lost the advertising as well. Several of our local merchants are using the syndicate cuts and these are on wooden bases.

It is pretty difficult to make advertisers see that metal bases are preferable, especially when some of the larger dailies take them without a murmur and reblock or stereotype from the wood. This treatment is very effective: Soak the cut or electro for 24 hours in a shallow dish with kerosene oil enough to cover it. After the form has been washed unlock immediately and turn the cuts upside down until wanted for use; and keep them in dry place but away from stove or radiator. If the cut is large saw three-quarters through the base on the under side. This will not weaken it and allow for swelling. If the cuts or electros are too high rub down evenly with coarse sandpaper; if too low put in tacks. A little care in evening up the cuts before going to press will improve the average paper. A type-high gauge made from heavy brass rule is also handy to determine whether the block is type-high or not.

L. C. B., Ohio.—Enclosed you will find some souvenir cards which I am printing but am bothered a great deal with the halftones filling up. The ink is $1 halftone tint and warranted all right, and while it appears to work all right at the start the cuts constantly fill and require continual washing up. Can you name a remedy?

Presumably this job was done on a small platen press, as it shows that not many rollers passed over the form, and the cardboard is of a kind that is not likely to chip and fill the ink. If the can of ink is fresh and free from dust and there is no dust in the room it must be in the rollers. It is noticeable that a seasoned roller on a cylinder press will print all right, but on a platen press it is necessary to have a soft roller and one free from cuts or breaks to get the best results. If L. C. B. will try some new rollers, keep the room free from dust and the ink clean he will find it will remove the trouble. A little overlaying judiciously applied will also help the appearance of the printing.

C. T. A., Conn.—I am trying to print a heavy form on a platen press, but without very good results. Why cannot it be done as well as a full form printed on a cylinder? We fill our cylinder chase full of wood type and it appears to print all right.

Unless you have a very heavy press it is difficult to print a heavy cut satisfactorily and besides it will strain the press if persisted in. On a cylinder press only a strip about one-twentieth of an inch wide and the length of the cylinder is printed at once, the cylinder printing with a rolling motion, while on a platen press the whole impression is taken at once and the force must be much greater. If you must use a platen press, level your form so that each corner will show equally strong; naturally on a form of this size the center will be weak and this should be brought up by a series of overlays. If the form is low in the center, which is doubtful, it should first be underlaid. It may require a dozen overlays of tissue, each one a different size than the other. In putting on the overlays avoid using much paste and if you have a lot of scraps of thin gummed paper it makes the best kind of overlays, because there is no danger from lumps of paste bothering.

VIEW FROM NEAR COLORADO SPRINGS, COLO.

HUSTLING NOT ACCOMPLISHMENT.

Hustling is not always accomplishment. Steady, well-directed industry with the head clear and mind alert, backed by knowledge, brains, experience, skill, systematic effort, the power to comprehend, to grasp and hold the necessary demands and details of the business in mind, are worth a hundred times more than mere hustle, in newspaper editing, in business management, or the securing and the getting of printing through the office in a way to please and hold customers.

A SPLENDID CHRISTMAS NUMBER.

Editor W. W. Screws, President of the National Editorial Association, aided by his able associates, has issued another remarkable Christmas number of his Montgomery, Ala., *Advertiser*. It is even better than last year's, which we reviewed at some length, and he expresses the hope of doing still better one year hence. This is true newspaper spirit—constant progress and ever reaching for better things.

He says editorially:

In quality, in quantity, in patronage and in circulation this great edition will eclipse anything else ever undertaken by a newspaper of Alabama.

In the making of such a newspaper much thought, much skill and prodigious labor are required. The splendid force of men in the various departments of *The Advertiser* have measured up to these exactions by standing together with but one thing in view—the sucess of the Christmas Edition. They have met our expectations. If they have satisfied the readers of the paper their chief object and our chief object will have been attained.

We would speak especially of the fact that most of the matter in this fine number was prepared by Alabama writers. It is the first time in the history of the State that so much home talent has been assembled in this way. It is an exposition worthy of the State and we believe the people of the State will appreciate it.

The constant aim of *The Advertiser* is to give its readers a better newspaper tomorrow than it did today. This Christmas edition excels that of last year. The next Christmas edition, we hope, will be an improvement on this number.

In all of its efforts *The Advertiser* has had the support, the co-operation and the patronage of the people of Alabama. It has tried to deserve it. Certainly such loyalty is appreciated.

This holiday edition of *The Advertiser* will go into every home of Alabama. To these homes *The Advertiser* sends a wish for continued happiness and prosperity in the glad New Year and bespeaks a joyous season at Christmastide.

There are thoughts and suggestions in this that are worthy of being noted by progressive editors and publishers, and of being put aside for reference when planning for Christmas or other special issues.

To interest and to secure the co-operation of every one in the field of the newspaper, are two of the great elements of success and only second to the "standing together with but one thing in view" by all members of the newspaper's force. This number contains ninety-two pages, seven columns to the page. The advertising is worthy the circulation of a paper that goes, with its original stories, poems and articles by home writers and all its news, interesting information and Christmas greetings, to every home in the State.

SOME THOUGHTS ON ADVERTISING THAT APPLY TO ALL DEPARTMENTS OF A NEWSPAPER.

The reader wants to obtain the maximum of result with the minimum of effort as to methods and appliances, he is open minded.

While the editor should seek to originate as much as possible, probably the greatest value of the average paper lies in the reports it can give of what people are doing, how they are doing it, what they are trying to do, and failing.

But the editor's first aim, utility, can only be obtained by approaching his work in the right spirit. He should be optimistic, should awaken enterprise and inspire confidence. He should deliver the reader to the advertising pages unwearied and enthusiastic.

An intelligent publisher recently said to me that he believed he had increased the value of his paper to the advertiser four-fold without increasing its circulation by an improvement in the tone and helpfulness of its editorial columns. This opinion was based upon the evidence of the cash book.

The pessimistic editor, whose mourning puts the reader into the dumps or whose lack of candor awakens distrust, is doing a great deal to cancel the efforts of the advertiser.

The advertising pages should be well edited to make them as useful as possible to readers.

As to circulation, two subscribers, other things equal, are worth twice as much to the advertiser as one, and while there may be a price which it is too high to pay for readers, I doubt if that price has ever been reached in practice.

But it is readers, interested readers which the advertiser wants, not merely papers sent out.

The getting of business ideas from the printed page and acting thereon, is an acquired habit. Only a part of the people in any field make this use of a paper to start with. The advertiser and therefore the publisher have a very vital interest in promoting this habit. How shall it be done? First, by making a paper worth reading and acting upon, and second, by advertising it. Much more advertising of the contents, utility and value of the paper should be done in the columns of the paper itself, in other papers and through circulars. This should be done constantly, even among those who already take the paper as well as among those who do not.

There is a very vital relation between the number of readers of a paper, the extent of their interest in the paper, and the value of the publication and its stability as a property. The purchasing power of the interested readers is the final test of value.

But the purpose of making a good paper is to interest and help readers and the purpose of holding readers is to get and hold advertising.

Having constructed a medium which the publisher can swear by, the next task is the education of the advertiser to do business on the advertising system.

It is not enough to induce people to advertise. They should be induced to adopt the advertising method of selling goods. Many a good advertiser is lost by inducing him to hastily advertise, inefficiently.

If advertising is the modern selling machine, the conditions of the business to which it is applied must be readjusted, the business must be reorganized to adapt it to the new machinery.

If the publisher is not obtaining money under false pretenses, but is rendering a valuable service, it rests with him to prove that he is delivering the goods.

I do not believe a syndicate of leading publishers could undertake a more important and profitable work than the gathering, tabulating and digesting of data, showing when, where and how advertising yields the largest profits.

The publisher has a great incentive to impress the facts upon the distributers in his line. First, the merits of the advertising proposition generally, and second, the claims of each individual paper.

The time will probably come when no great paper will be represented by a man who cannot pass a good examination in the new science and arts of advertising and publishing.

That advertising occupies as firm a place in the distribution as does steam in the mechanical world does not seem to me to admit of a doubt, and it is equally certain that the specialized paper occupies an impregnable position where it is destined to a career of which it is now only upon the threshold.—Emerson P. Harris in an address delivered at the annual meeting of the American Trade Press Association.

ENFORCING HIGHER IDEALS.

It certainly appears, from all indications and existing conditions, that it is, at present, one of the highest and most patriotic duties of the press of America to enforce the higher ideals of life. The newspaper is by its very character, the tribune of the people. Service and loyalty to the many are the strongest cables that hold the circulation, and the circulation gives all advertising or other value, possible to the paper, so that loyalty to subscribers and readers is a matter of wise self interest, as well as of duty. The newspaper serves the many—the tax payers rather than the tax eaters. To the many the good that one does, the wisdom and helpfulness that he imparts, his uprightness, good citizenship and usefulness are all that are of any value or worthy of consideration or commendation. The mere accumulation of wealth by individuals is of no worth to the great multitude of individuals or to the public, unless that accumulation is the result of building up some useful industry or business. Mere accumulation of wealth may often prove a curse to society and to the nation. It is the useful things accomplished, and that continue to give service or employment and remuneration that are valuable to society and to the State. The very old saying that "Not accumulations, but only the character and value of the life lived, are the true evidences of high civilization," is both wise and true. It is not the money that one possesses, not the positions one holds, but what he does, that counts. Yet, forgetting this, the American people have become worshipers of money and positions, servile bowers down to the golden calf. The result has been cunningly devised systems of robbery and stock jobbing, which are, in effect, stealing, corruption and looting under the name of business or of public service. Sneak-thieving, burglary, embezzlement, highway robbery, violence, murder and other attendant crimes have resulted. This is but natural. It seems, at times, as though all business has become thievery or the obtaining of money under false pretenses and through confidence games, with little or no thought of giving or paying full value in either goods, services or money.

Food and drugs are adulterated to the extent of endangering and destroying of human lives. Lands and city lots, patent devices, mines and stocks are boomed, misrepresented as to their practicability or usefulness, salted or watered to the highest points of credulity regardless of, and a hundred times beyond, any intrinsic value, and, then, the thieving manipulators are honored and lauded for their sharpness, enterprise and success. They are coddled and worshiped for their crime-tainted millions. Is it any wonder that crimes have increased and murders multiplied tenfold, when business itself has become criminal, and public officials have become boodlers, and even fee justices in our cities have become thieves by taking illegal fees, if not by receiving, also, direct bribes. But it is said that it is an age of great benevolences, that millions are given in alms as aids for the afflicted, to establishing and maintaining all kinds of eleemosynary institutions, to build support and endow libraries, schools, universities and churches. Was it not also the same in the days of the hardy freebooters who won by reckless boldness and violence instead of chicanery and fraud? Was it not the same in the days of piracy, in the times of the robber barons, of the wars of conquest, rapine and robbery? The giving of alms and the endowment of libraries, universities and churches with a share of the fruits of robbery and even of rapine and murder, is nothing new under the sun.

It is right to prize all the good that exists but it is unwise to use the good to lull the people to sleep or to blind their eyes to the wrongs that exist, and the dangers that threaten the very foundations of society and government. No system and no man should be permitted to buy immunity for evil deeds through munificent gifts to worthy causes or institutions. Much less should men be permitted to purchase honors, applause, positions, to perpetuate their names as noble or to erect enduring monuments to themselves in the minds and hearts of the people or in history, with illy or dishonestly gotten gains. Rights, equity, justice and liberty are the heritage of the American people, and these should be held sacred and inviolate by the great American press, that, in a most important sense, also belongs to all the people.

REQUIREMENTS FOR BUSINESS CORRESPONDENTS AND NEWSPAPER MEN.

Charles R. Weiss has an article in *System* on "Requisites of Letter Writers" that applies to all business correspondents and is also directly applicable to the writers for and the contents of newspapers. He declares, "What is said and how it is said determines the value of a letter." The function of a letter writer being to say something worth saying and to say it right, he analyzes the requirements of correspondents as follows:

1. Education.
2. Command of language.
3. Sound judgment.
4. Knowledge of men.
5. Tact.
6. Enthusiasm.
7. Thoroughness.
8. Application.
9. Industry.

The more school or college education a man has the better, but if he possesses either or both and is not a keen observer of men and a diligent student of the particular business in which he is engaged, his failure is inevitable.

He adds at the close of his article some things that are of vital importance to the progressive newspaper writer or editor: "He needs to read, study and observe in season and out of season, to the end that each day's expressions may be better than those preceding."

CONCENTRATE.

Focus your ability upon one point until you burn a hole in it.

Genius is intensity. Digression is as dangerous as stagnation. He who follows two hares catches neither.

The best way to keep a gun from scattering is to put into it but a single shot.

Field crossed the ocean fifty times to lay one cable.

Grant said: "I will fight it out on this line if it takes all summer."

In thirty-six years Noah Webster wrote but one book. But that will be remembered.

It is the single aim that wins.

Only by concentration can you work out a satisfactory system. Get your mind on it and keep it there. Watch every point—take care of every detail. Follow up your men. Never

stop pounding—never let up. Hang on with a bulldog grip till you get the thing done.

No good system ever just happened. It was wrought out by the hammer of concentrated thought on the anvil of hard work.—N. Y. Trade *Review.*

COLLEGIANS, THE KIND REQUIRED AND NEWSPAPER WORKERS.

There are college men and college men. There is much discussion as to the value of collegians as newspaper men. Our own idea is that a newspaper man never has too much education, but there is much that passes as such that is of very little value to any one. The value of a collegiate course depends very much upon the objects kept in view in its pursuit, and the manner in which a course of studies is pursued. A great many young men come out of college more useless than when they entered. Many get wrong ideas of life and others do not pay attention to the keeping up of their physical strength and vitality, and cram their minds beyond their abilities to digest and assimilate. The modern plan of selected studies is a great improvement over old methods. There has been too much of the foreign languages, of studying the ignorance and exploded theories of the past. In some universities sports have been made too prominent and have been pursued as though these were the chief ends of life, and victories in these have been placed in the minds of the students above the attainments of scholarship and real all-around development. The contents have been made such as to be demoralizing and degrading, have lead to dishonesty and brutality, and even to gambling.

Educators should remember that a university course takes about one-tenth out of the years of active life, and if a young man has not been born rich and has his own way to make in the world, this is no small item, and they should be very solicitous to see that there is not one hour of waste. The young man should be kept in constant touch with the world, and, if possible, his studies should be directed with a view to the calling that he is to follow.

All real development and strengthening of the mind or body and very much of knowledge are useful in all callings. Especially is this true of all industrial training. Education should be especially with a view of strengthening the creative faculties, the ability to do things, and with the idea that usefulness or service is the highest aim and duty of man. The knowledge of the present with all the wonderful advances in arts, sciences, literature, government, the trades and everything else, that far surpass the ancients, should be put first. Scholars have dug out and given to the world all that the ancients had to impart, and there is no particular object in delving in these mines over and over again, for treasures already gathered, unless one is going to make study of such things his life work, and scholarship his profession, so that he may write new works or impart instruction.

The ancient languages should be studied principally with the view of better understanding and getting a better command of our own tongue and its vocabulary of numerous words and should no tbe pursued beyond the accomplishing of these ends. There are practical that things may be just as well studied for development and the strengthening the faculties of careful and patient research and the memory.

Language is largely a matter of memory and one may know a score of languages and yet be very nearly a fool as to the real affairs of life and the means of winning success, of being useful or even of make a living. The classics should ever be studied in connection with existing languages and literature, and literary works, and the words of wisdom derived therefrom. From one and a half hours to three hours of every day during high school and university courses should be devoted to useful, creative work, and more than half of the time of study be given up to acquiring knowledge of practical affairs, of the pursuits, the industries, the philosophy of the present. The students should be kept in touch with the world of thought and action, of events and attainments. This can be attained in part by using the best newspapers of the day in all classes. The newspaper workers deal with all kinds and groups of people, with almost all social, domestic, sociological, governmental questions, with all the industries, business and affairs of life. The collegian who comes out of college a recluse or mere book-worm is worse than useless in a newspaper office, and is very little good anywhere else. To know men and life and all pertaining to work and industrial accomplishment has been made more prominent each year in the most useful, up-to-date schools and universities, and it is well.

A WINNER OF FIRST PRIZE.

We present herewith the portrait of the winner of first place in the Third Ad-Setting Contect of the National Printer-Journalist. Mr. Wietelspach is a printer whose heart is in his work, and who makes the art his pleasure. Herein lies the secret of excellence and of the truest enjoyment of life. If we were asked to give the recipe for longevity, success, and happiness, we would say, "Make your work, and highest attainment therein, your pleasure." This relieves life of monotony and dullness. Toil becomes recreation instead of being corroding, wearing, care and drudgery.

L. WIETEISPACH
Streator, Ill.
Winner of First Prize.

We are glad to know both by a personal letter and by a copy of a splendid special number of his paper—the Bayonne, N. J., *Herald*—that our old friend, H. C. Page, though yet in ill health, is still at the helm, writing for and directing his publication. The issue of Dec. 17th is full of Christmas joy, cheer and good will. The holiday matter and illustrations are of great excellence. Among the rest is an original Christmas rhyme, "Without Regret," by W. E. Pabor, the poet laureate of the National Editorial Association, now residing at Pabor Lake, Avon Park, De Soto Co., Florida. The rhyme closes with the following supplication:

Oh! Thou of Whom we are a spark,
Guide us aright till we embark
Soul-cleansed in the Celestial ark
To lose ourselves in Thee.

The portrait and a brief sketch of the poet, who was formerly a resident of New York, are also given.

The issue contains twenty pages and gives historical sketches, illustrations and descriptions of Bayonne, its beauties and manufacturing establishments, together with portraits of prominent citizens.

EDITORIAL NOTES AND POINTS

BY BENJAMIN B. HERBERT, CHICAGO, ILL.

W. J. Kline & Son made bright their Christmas issue of the Amsterdam Evening *Recorder,* December 19th, with an illustration of a happy grandsire,—or perhaps it is Santa Claus himself,—with flowing white locks and beard, carving the turkey on a well-filled table, about which are seated six sons and daughters, whose beaming, interested faces speak volumes of the anticipated pleasures of the palate. They are surrounded with gifts and toys that have been for the time discarded.

The first four pages are printed in appropriate colors and the large amount of advertising that make the columns of the paper to stand out with fatness, show that the publishers have good cause for making merry.

The editor says:

On the days of the holiday season, as on all other days, any newspaper would not be complete without its full lay-out of Associated Press dispatches of foreign and domestic news, in all of which it has always been *The Evening Recorder's* aim to meet to the full requirements of its patrons. Besides these and the regular local and editorial departments, there is much entertainment to be found in this number of *The Evening Recorder,* suitable to the Christmas time, for old and for young; choice gems of literature, Christmas tales and poetry, bright miscellany, wherein many tastes are pleased for an evening, with much left over for the morrow.

This is right. While nothing must be neglected, the newspaper must keep up with all the festivities of the people, furnish all that is demanded by the prevailing spirit and be ever in close touch with all their joys and aspirations as well as with their sorrows and disappointments.

The Mansfield, Ohio, *News* rejoiced in a sixty-four page Christmas edition, on December 17th. Past President Cappellar and his associates never forget the youth nor the children, and they have educated their constituents in the wisdom of keeping up with the varying moods, interests and pleasures of the people. An original first cover page design, in colors, shows a room from the great window in which a view of the city is seen, under the glory of a full moon and twinkling stars. A little tot, in long white gown, is seen anxiously watching the great fireplace for the coming of Santa Claus.

The paper is illustrated with views of the city. Among the interesting articles we notice the following topics: "The work of the Kindergartens," showing how Mansfield is abreast of the times in this important educational movement for the instruction and training of young children, and how the teaching is done; "The New Home of Mansfield Elks;" "Christmas Day in Many Lands;" "The Simple Life;" "A Classification and Gravity Freight Yard under Construction and Other Betterments in Progress;" and so on, with articles devoted to Mansfield interests and others appropriate to Christmastide and the prevailing spirit of good will and the giving of gifts. The editor, in speaking of this holiday edition, says:

Once more the *News* comes to the public with its annual Christmas edition and in presenting this number the management believes a paper is furnished which is alike creditable to this office and to the city of Mansfield.

A city is oftentimes judged by the character of its newspapers, and, while in some instances the paper may be in advance of the city, it is more often the case that the city and its newspapers go hand in hand, the one reflecting the ability, the enterprise and the excellence of the other.

The latter, we believe, is the case in regard to the city of Mansfield and its first and favorite daily newspaper, the *News.* It has ever been the aim of this paper to hold the banner aloft for Mansfield, believing and insistently proclaiming that no city of anywhre near its size is any better or more enterprising in any regard than Mansfield, and that few are equal to it in all that goes to make up a desirable residence place or a point for business and manufacturing.

Starting with a business and industrial life awake to the benefits of advertising and liberal patronage in that regard, and with a general public appreciative of a good newspaper, the making of this holiday edition has been one of pleasure, notwithstanding the hard work connected with all the details of producing it, in which editorial, business and mechanical departments of the paper have co-operated.

Here is a spirit manifested and thoughts and truths enunciated that are good for newspapers everywhere and all the year around as well as at the time of the great yearly holiday.

Would that all editors were as fortunate in the enterprise, support and goodwill of their constituents. If they are not so blessed is it not because they are somewhat to blame?

A newspaper is, in a great measure, responsible for the sentiment and enterprise of its city.

The *Sentinel of California,* Washington Co., Pa., issued on December 16, is a very worthy historical number. This historical edition was printed in about the form and size of the *Ladies' Home Journal,* of Philadelphia, and was sent as a part of the regular issue. It was excellently illustrated, giving views of the city and its buildings and portraits of prominent citizens. A distinguishing feature, in the illustration, consisted of many excellent interior views of stores and manufacturing establishments. We have heretofore called attention to the advantage of placing in separate, permanent and attractive form all the matter especially prepared for a souvenir issue, that pertains to the description and history of a place. This method affords opportunity for the more effective use of fine illustration and makes a paper more easy of reference and better adapted for preservation as a record of the progress of all institutions, enterprises, industries and business. In the opening of his article on this California in old Pennsylvania, the paper gives a pleasing

summary of history that is so characteristic of the settlement of all portions of our country and so comprehensive that we reprint the following paragraphs:

When the vanguard of hardy pioneers reached the Monongahela river in its unstayed march across the continent, it paused awhile, to rest in contemplation of the wondrous beauty of the stream and the promise of fruitful opportunity its teeming banks displayed. The Red Man was here, but as ever before, was brushed aside or crowded back, to make room for the sterner life which was already flowing in resistless streams from the shores of Europe. Love of adventure and loyalty to the mother country first brought the white man here—the dauntless Frenchman who fought and bled, first in relentless wars with the Indians then the more serious ones with England. But they in turn withdrew, and made way for the farmers from many different lands—the hardy and tenacious Briton in greatest number, the plodding Dutchman coming with him, equal partner in the development of a virgin country.

Then the whole Monongahela Valley sprang into activity. From Fort Pitt to Fairmont rang the axes of the new race. Farms were cleared in less than a season and villages sprang into being as if by magic. There were trials and struggles against foes of many kinds. Frenchmen, Indians, and at last even stern old England, seized upon and attempted to throttle the settlements in their infancy. But drouth and famine never befell. Nature lent a ready hand to the willing husbandman and the hillsides bore living witness to the reward which industry always brings.

The history of one town in those early days is the history of another. Since then changes have come. One town has developed through its railroads, another through its milling interests, while yet another has become famed for its educational facilities.

Nestled in a graceful bend of the Monongahela, a magnificent bluff on the east and a gently rising plateau extending to the western horizon, California possesses a location unsurpassed by any in the United States.

The first white man to claim title to the land upon which the borough now stands was Samuel Young. His title to the land was a grant claimed to have been bestowed by King James. In the year 1787 Young relinquished all right and title to the land to Robert Jackman, who in addition became possessed of several hundred acres adjoining the original tract. At Mr. Jackman's death in 1813, all this land passed to six sons, who survived him. The portion of the land now comprising California borough was given to James and William, who soon allowed it to be sold at sheriff's sale, to Seth Buffington, who in turn transferred it to a John Ringland.

In 1849, during the gold excitement in the State of California, a company with William Jackman at its head, was organized and purchased of Ringland's heirs three hundred and four acres, upon which they laid out a town site, calling the newly created burg California.

Now, from away-off Tilamook, Oregon, comes a bright *Herald* heralding the glad Christmas time and greetings. Across the first page, under the deep blue sky, lit by the restful moon and the twinkling stars, Santa Claus, seated in his sleigh, loaded with toys, wreaths of holly and Christmas trees, drives his reindeers to the music of tinkling bells, over the snow-covered earth and houses. When this issue reaches the National Printer-Journalist readers, in every State of this Republic, in Canada, in the islands of the sea, and in far-away countries of Europe, Christmas and New Year will have passed, but the happy memories will remain and another Christmas, for which it is in the wisdom of the progressive newspaper man to prepare throughout the year, will be in promise. It is sometimes wonderful how much can be done in every month of the year for making a satisfactory anniversary issue, at the close, and how much of worry and rush can be saved at the last, by careful forethought and putting by, in orderly form, statistics and many incidents that are, later on, to make valuable and to grace a holiday edition.

The business men of Oregon evidently believe in Christmas issues, and they show their faith by their liberal advertisements. This *Herald* is to be commended for the liberal amount of neighborhood news given under the heading "News from About the County, as Written by Our Correspondents," and of local news and points, under the title, "Local and Editorial by Our Man About Town." Its "Home Circle Column," "The Dairyman," and other departments, are also to be commended. It is wise to have a department for everything in a newspaper and everything in its proper department. This Christmas issue, before us, as we write, contains seventy-two columns of instructive advertising, well displayed, and with appropriate borders for Christmas.

The *Herald* uses one page, each month, for publishing the school news of its county—Tilamook. This is a feature that ought to be imitated by all local papers. The newspaper is the people's college and should ever show a lively interest in and keep in close touch with the public schools and all of the teachers therein.

We commend to all editors, both to practice on, and to enforce upon their readers the following from the "Local Editorial" department of the paper:

If there is a chance to boom business, boom it. Don't be a knocker. Hope a bit. Get a smile on you. Hold up your head. Get a hold with both hands. Then pull. Bury your hatchet. Drop your tomahawk. Hide your little hammer. When a stranger drops in tell him this is the greatest town on earth. It is. Don't get mulish. Don't roast. Be jolly. Help yourself along. Push your friend with you. Soon you'll have a whole procession. No man ever helped himself by knocking other people down. No man ever got rich trying to make people believe that he was the only good man on earth. You can't climb the ladder of fame by stepping on other people's corns. All men are not alike. If you don't like their style let 'em alone. Don't knock. There is no end of fun minding your own business. And it makes other people like you better. Better have others get stuck on you than get stuck on yourself. Nobody gets stuck on a knocker. Don't be one. Cut it out.

The Angola, Indiana, *Magnet* celebrated, on Dec. 16th, with a holiday first-page, and historical articles.

One article was devoted to "The Beautiful Land of Steuben; Its Hills and Valleys and Crystal Lakes." The latter were displayed, in all their enchanting loveliness, by excellent halftones. Another article gave a "Brief History of Angola's Churches," showing all the buildings in halftones. These articles are both exceedingly well handled and the mechanical execution is excellent. Other institutions and improvements all come in for proper consideration and the paper is to be praised for the completeness of its local and county news.

Two pages of this number are devoted to letters from the little ones to Santa Claus, in answer to a letter this old friend of the children published two weeks before. This plan of letters to Santa from the children has always proved popular not only among the children but among all the older people. Here is a sample letter from a little boy that shows the true boy spirit of wanting the means of making things, as well as of blowing a horn, riding rapidly and knowing through books:

Angola, Ind., Dec. 5.

Dear Santa:

I am a little boy five years old. I want a box of tools, a horn, a book and a toy automobile. Your little friend

Burton R. Swanger.

That boy, and thousands like him, should be encouraged. Never curb the creative faculty nor curiosity and the desire for expression in children. With a toolbox and a book a boy is in a way to progress naturally.

Another department of the paper is to be recommended and is one that should not be wanting in any newspaper. It is a complete summary of the news under the title "Happenings of a Week in Brief." In talking with one of the Professors of History in Kansas State University, the other day, he spoke of the unreliability of history that depends on traditions or on the memories of men, as to events long passed. He looked to the newspapers as the great treasuries of history and suggested that publishers and editors owed it to the future as well as to the present, to give a brief, reliable summary of the living history as it is reported and recorded from day to day or from week to week.

Next comes, with holiday greetings, the *New Era,* of Wynnewood, Indian Territory. From every State and Territory come the members of our newspaper family. How bright their faces in the holiday time and how brotherly they seem, and how companionable, as they cozily fall in place at the editor's table. This splendid number of the Wynnewood *New Era,* in the far away Indian Territory, contains twenty-four pages, seven columns to the page, and is as bright as the best, with all the stories of Santa Claus and his happy children, with carols of joy and the ringing bells of the new year as well—the two great holidays finding place in the one issue.

The Maury *Democrat,* of Columbia, Tenn., makes bright the first page of its Dec. 22 issue with a design, in the form of a great heart of spruce branches, lit with burning candles, in the midst of which is seated the Christ, blessing little children. It is the season for the greatness of heart and the Maury *Democrat* always has a heart large enough to take in all the people and all their interests.

The *Daily Tribune,* of South Haven, Mich., of Dec. 17th, brightened its first page with the Christmas feast, in colors, a design used by several papers this year. Following this bright page a great amount of Christmas matter was published and the editor says:

> Today we present to our readers the largest and handsomest holiday edition ever issued by any paper in this city. In addition to the usual quantity of local news, we give a large amount of special Christmas matter, which will add much to the value of the paper. Especial attention is called to the fact that all of our advertisers are home merchants and we ask that you give their announcements careful attention before making your holiday purchases, for by so doing you will benefit yourself and our local merchants. All of the paper, except the colored cover, was printed at our office on our Whitlock cylinder job press.

Returning from the State University at Lawrence, Kansas, the Editor stopped over for a short visit in Kansas City and enjoyed a noon-day luncheon with the members of the Kansas City Typothetæ at their rooms. For many years this custom of dining together, at the noon hour, has been kept up by the employing printers of Kansas City, to their great pleasure and advantage. Around the common board friendships are kept alive and a better understanding reached, while wholesome good cheer and sociality wait on appetite and good digestion. Eating together and indulging in conversation with fellow craftsmen, is much more wholesome than rushing to a restaurant alone, bolting down a hastily-ordered and served repast and then rushing back to work. After the meal the members adjourned to an adjoining room and indulged, for a half hour, in light exercise, mirth and sport, playing, or watching, games of indoor tennis or ping pong. A complete outfit is provided and the play is entered into with enthusiasm, affording as much amusement to the lookers-on as for the players. The Kansas City Typothetæ is more active and efficient than any other such organization in the United States, and this is in no little measure owing to these every-day reunions.

This certainly has been a fat Christmas for the newspapers. We cannot mention one-half of those that reach our sanctum but have given enough to furnish any newspaper man of brains and thought with abundance of material as to how on any other holiday he may do a world of good, awaken a deeper interest in his paper among his patrons and reap a richer harvest for himself. There are many lessons, too, for any special issue, that local or other conditions may make it wise to publish, and for every regular issue of the whole year.

"Sketches—Mostly Boys," is a light, humorous and in every way delightful little book of verses with illustrations, from the Hudson-Kimberly Publishing Company press of Kansas City. The verses are by Bide Dudley, of the Kansas City *Star,* in which paper they have appeared from time to time, and the pictures are by Harry Wood, the head of the art department of that paper. The rhymes and illustrations have to do with incidents, emotions, humors and memories of everyday lives, mostly of boys, and they impress one with the old sayings: "One touch of nature makes the whole world kin;" "Laughter shakes down the cobwebs of the brain;" "The fountain of laughter lies close to the fountain of tears." The book is handsomely bound in velvet and is meeting with a large sale. The verses are for quaintness, humor and pathos, along the lines of Eugene Field's popular rhymes.

Mr. Franklin Hudson, of Kansas City, has succeeded Hudson & Kimberly and is conducting the business as The Hudson Press. He is a large publisher of military books and has recently issued a very important treatise in that line. He has some sixty different works relating to military tactics, laws, decisions and affairs. His patrons are the officers and members of the Regular Army of the United States and of the National Guard, numbering some 250,000 in all. He has recently designed a very neat trade-mark of a laurel wreath, encircling the name, crossed by a pen and sword, surmounted by a closed visor. The pen rests above the sword and they are tied by a streamer at the crossing point of the two.

The *Mirror,* of Clifton, Tenn., has a department "About Advertising," edited by one of its editors, H. M. Jackson. After discoursing, in the issue of Dec. 23d, on the great value of skillful and systematic advertising, and speaking of the importance of character in the advertising medium used, the editor says:

> The editors of the *Mirror* are putting forward their most conscientious endeavors to build up for the paper a character founded on the eternal principles of truth and justice. We want it to be a beacon light for morality and the higher and nobler attributes of mankind. We want it to stand as a true index to the business pulse of this section of Tennessee. We want to broaden its field and its sphere of influence.

National Printer-Journalist

A Journal for Printing and Allied Trades

Entered at the Chicago Post-office as Second-class Matter.

BENJAMIN B. HERBERT . . . . . Editor

Official Paper of the National Editorial Association.

PUBLISHED MONTHLY BY THE

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Benjamin S. Herbert . . . . . Secretary

SUBSCRIPTION RATES:—In the United States, Canada and Mexico, $2.00 per year, in advance; single copies, 20 cents.

Orders for subscriptions will be received by all dealers in printing material in the United States and Canada.

Remittances may be made by draft, money order, or registered letter. Make all remittances free of exchange and payable to the order of the National Printer-Journalist Company.

FOREIGN SUBSCRIPTIONS:—To Countries within the Postal Union, 10s. 6d.

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ADVERTISING RATES PROMPTLY FURNISHED UPON APPLICATION

The National Printer-Journalist is unequalled as an advertising medium in its field. No attention paid to postal card requests. Information cheerfully furnished to all patrons.

Subscribers and patrons will confer a favor on the National Printer-Journalist Company by sending in the names of responsible newsdealers who do not keep the monthly on sale regularly.

Manuscript sent in for publication must be accompanied by a letter of explanation and return postage.

CHICAGO, JANUARY, 1905

The year 1905 gives promise of increasing posperity. With the resources at hand, ready for development and use, the breadth of this prosperity depends in no small degree upon the press. There are thousands of ways in which the printing office and the newspaper may help business and manufacturing industries.

It is the wise printer or newspaper man who studies out these ways in his own community and plans to make himself, his office and his paper, profitably and practically useful. General local prosperity brings business and advertising and the right kind of advertising and printing broadens prosperity. If you have in a community a man who makes any article of especial value, if it be nothing more than a superior kind of shoes, teach him how, and help him to widen his field of sales for that article. With the right kind of publicity, many a rural village has been developed into an important manufacturing center, giving employment to many hundreds; affording an excellent local market for the farmers, thus benefiting both the residents of the village and of the adjacent country or the whole field of the local paper.

"How wonderfully the fields covered by the newspaper and the printing office have broadened," is one of the encouraging, stimulating thoughts that come with the opening of this new year of 1905.

The examining of the brief reviews of special issues of newspapers and of the output of job-printing offices in this one issue of the National Printer-Journalist, enforces the truth that the modern press touches men and their interests at every point. Education, morals, religion, philosophy, good government, art, science, music, manufactures, trades and industries, agriculture, commerce, business, the professions and all reforms and reformers, judges, legislators and administrators, all promoters of prosperity or measures taken for peace and the establishing of public and private confidence and good will as well as all societies and benevolences, sanitation, discovery and invention in all forms, find the ways for inspiration, promotion, betterment and enlightenment through the printing office and the newspaper. The parish of the newspaper is the whole world and nothing human or divine is foreign to its pages and in this great diversity of materials, ever at hand, enough is found to crowd every page of every newspaper, to the overflowing, each issue with entertaining, inspiring, instructive reading.

The practice of many newspapers, notably the daily *Tribune* of Chicago, of giving up a large and ably-conducted department, each week, to the world's workers by hand or brain, is one most encouraging and praiseworthy illustration of the widening sphere of entertainment and usefulness of the modern newspaper. And how educational and useful such a department has proved! Therein are related the real valuable battles of life, battles not of destruction, death and carnage, but none the less bravely and nobly fought, with moral courage, self-denial, and endurance; battles against physical difficulties, poverty, and all opposing forces; battles of attainment, of uplifting, of noble accomplishment, blessing not only the soldiers of industry, in the glorious strife, with crowns of enduring success but bringing substantial blessings to all and encouraging and inspiring to nobler efforts and attainments the ever-widening circles of mankind.

Where else can be found better or more appropriate material for the newspaper that reaches men and women at their homes in all the daily associations and walks of life than in the stories of the struggles, undertakings, hardships bravely borne, and the glorious victories won, by the workers—victories more blessed, and more enduring than all the victories of war. We have been reading today of some of the battles and victories of some of the real heroes and heroines of life, whose victories of peace are more worthy and should be more renowned than those of war. Our whole being was thrilled by the printed accounts and tears coursed down our cheeks, but these tears were not tears of sympathy for the injured nor of sorrow for the dead, but tears of overmastering joy at the noble spirit manifested, the hardships uncomplainingly endured, the unswerving, soul-inspiring purpose manifested, the economies, self-denials, unflagging industry, the bravery of spirit and the final blessed accomplishment. These battles are being nobly fought everywhere, in every community and their narration is the very best kind of news for every local paper. The most eloquent, appealing, helpful things are right in your own neighborhood. Do not be blind thereto.

It's the true newspaper man who recognizes worth in corners and brings out that worthiness not for the glorification of the worthy, but to encourage and inspire.

Escape, in your newspaper, the dead, dull routine and reiteration of meaningless personals or of regular, routine, daily events that have no more news or novelty than the daily washing of his face of a decent citizen. Put some information, some thought, something distinguishing from the ordinary, in your news items, in your personal mentions and locals. The mere mentioning of names is drivelling flattery. It might be news to state that some certain "hobo" had taken a bath, but it would not be news to state that a decently cleanly person had bathed—unless it could be added that he imported water from a distant ocean for the purpose, to improve his complexion or health.

This paper has frequently striven to enforce the wisdom and goodness of remembering the newsboys with consideration and kindness. The custom has grown of looking after and providing for them the means, through night schools, for their education, and through parties and music, excursions, entertainments and picnics for their social enjoyments, and for making their Christmas-time full of thankfulness, gladness and joy through a great Christmas feast. The Philadelphia *Bulletin,* one of the most prosperous papers of its city, with a circulation of nearly two hundred thousand copies daily, looks well to the newsboys. On Monday, Dec. 26th, the *Bulletin* gave a Christmas dinner in two great halls to over three thousand five hundred newsboys. The feasts—that were more than good meals, for they brought good fellowship and good cheer—were grand affairs with abundance of toothsome refreshments to keep the guests busy for an hour, and music by two bands and "The *Bulletin's* Newsboys' Drum and Fife Corps." The boys helped out the music by joining in a grand chorus, that drowned all other sounds, whenever the bands struck up pieces that they knew. There were many pleasing incidents, and some very pathetic ones, too, in their manifestations of thoughtful kindness and good will to cripples and to some old ladies who joined in the feast with their boy newspaper merchant associates of the streets.

The Kalamazoo, Mich., Saturday *Telegraph* devoted large space in its issue of December 10th to a write-up of its beautiful city and its growth and industries. An eight-page section of its thirty-two pages, was given up to "Publishing a Newspaper," a story of Processes and result in which the readers were taken through the entire *Telegraph* plant and told, by text and illustration, "how it is done." The handsome new home of the *Evening Telegraph,* a five-story, brick structure, the finest and best-equipped newspaper office in Michigan outside of Detroit, was shown in illustration and most entertainingly and instructively described. The readers were also made acquainted, through half-tone portraits, with the working force of the *Telegraph's* staff from general manager to pressman. It is wise to talk about your own paper occasionally, if not oftener, and very fortunate to have a paper of which you can talk with pride. The latter depends entirely on the editor and publisher for "the best paper" can be made in a small as well as large place.

In its issue of December 8th, the Washington, New Jersey *Star,* made a feature of presenting, in half-tones, local views furnished by the friends of the paper on request. The idea is an excellent one. The collection published is most pleasing and the pictures show many novel, picturesque, historic subjects, and enchanting nooks and scenery for illustration. What is true of Washington and Warren County, N. J., as to such views is largely true of every other city and county in the United States, where a newspaper is published. This plan actively interests many people and their friends, and every resident and many who are not now residents, are directly interested in such pictures. We recommend the plan to our newspaper readers. (Make a check here for future reference.) This number of the *Star* was well printed on excellent hard-finished paper and made a very attractive appearance. It contained twenty-four, full seven-column pages, filled with many hundreds of local items and vicinity news, besides articles of local interest and general news and a great array of high-class advertising. It is a superb local weekly paper with an issue of 4,250 copies. The editor says:

> This is the sixteenth consecutive Christmas number of the *Star.* The best efforts have been put forth in its execution, neither labor nor expense having been spared in an attempt to surpass all previous Christmas issues, both in interest and appearance.

Col. W. W. Folsom, First Vice-President of the National Editorial Association, was married to Miss Anna Voorhies at the First Methodist Episcopal Church, Columbia, Tenn., on Dec. 28th. He, all unknowingly, celebrated, thereby, the thirty-third wedding anniversary of the editor of this paper, so that we had cause for a double interest in the happy event. We would have liked very much to have been present in accordance with a highly-prized invitation, and to have extended congratulations, personally, but these are no less cordial though tendered at this distance. The whole NATIONAL PRINTER-JOURNALIST family join in hearty well wishes and hope to meet the happy bridegroom and bride at the twentieth convention of the National Editorial Association, in Guthrie, Okla.

Among the Associations, see page 63.

Edward R. Hamm has been elected Secretary of the Chicago Typothetæ, succeeding Daniel Shelley, who has resigned.

Thursday and Friday, Feb. 2d and 3d, have been selected as the date for the meeting of the Tennessee Press Association, to meet in Nashville. The first day's session will be called to order at 10 o'clock in the Assembly Hall of the Tulane Hotel, and after hearing the President's annual address and the report of the Secretary, the report of the Advertising Committee will be heard. At the afternoon session Thursday the report of the Legislative Committee will be submitted. At the morning session Friday the Committee on Ready Prints will submit a report, and this will be followed by a paper on "The Benefits and Needs of the Weekly Press," by J. D. Newton, of the Jackson *Dispatch.* There will then ensue a general discussion participated in by D. L. Smith, of the Sweetwater *Telephone;* Rob Roy, of the Alexander *Times,* and R. M. Reams, of the McMinnville *Standard.*

"The Best Way to Increase Circulation" will be the subject of an address by Lynch Perry, of the Maury *Democrat.* This address will be followed by a general discussion of the subject by R. A. Green, of the Covington *Record,* and L. H. Lassater, of the Athens *Athenian.* The election of officers will be taken up at the afternoon session Friday.

The Buckeye Press Association is to meet at Cleveland, Ohio, February 16 and 17, 1905. The Ohio press organizations have generally met during the same week at the State Capital, Columbus, and fraternized with the Governor and other officials and State solons.

A VISIT TO KANSAS STATE UNIVERSITY.

THE COURSE OF JOURNALISM OF THE STATE UNIVERSITY AT LAWRENCE.

A visit to the State University of Kansas, on Dec. 19th, served to remind us as to how useful and practical such universities have become. Kansas stands in the front ranks among all the best. Naturally we were especially interested in the "Course in Journalism," in which the School has taken the lead, but we were not deterred, on that account, from learning of other practical courses and practical work. The business course provided is superb and the other departments are proving very useful not only in the way of practical instruction but to the people outside the school.

Francis H. Snow, Ph. D., LL. D., who has been connected with the University almost from its beginning, and is now Professor of Organic Evolution, Systematic Entomology and Meteorology and Curator of the Entomological Collections, some six years ago discovered a highly contagious, parasitic fungoid disease that kills chinch bugs. By propagating this disease and sending out the diseased bugs throughout the wheat belt, havoc was worked among those very destructive pests and without doubt millions of bushels of grain were saved to the farmers that would otherwise have been destroyed. As a result Kansas, for the past three or four years, has been almost entirely free from the chinch bug. The disease is propagated best in a moist atmosphere on shaded damp ground with temperature about 70 degree above zero.

Mr. Snow has in his department one of the finest and completest entomological collections in the country. We passed a half hour or so, delightfully, in looking through his splendidly mounted and scientifically arranged collections of beetles, butterflies, moths and bugs. It is wonderful as well as gratifying to know how much service has been rendered to gardners, fruit growers and farmers through the practical study of insects and the ascertaining the methods or agencies for the destruction of those that are hurtful to plants.

Lucian Ira Blake, Professor of Physics and Electrical Engineering, has done a great service to the mining industry by the invention of a new apparatus for ore separation that is now being used in the mines of Colorado. We mention these two instances, at the beginning, only to enforce the fact of the practical and helpful drift of the school and of the instruction given by practical men who are in touch with the outside world.

The University buildings, illustrations of which are given herewith, are situated on a hill overlooking the river valleys and commanding most magnificent views for a distance of forty miles. While in the tower of Fraser Hall, the principal building, we could plainly see the smoke that hung over Kansas City.

The School is a beacon light, on a hill, to the people of the great, growing, wealthy State of Kansas and should be their special care and pride.

It is not our province here to go into an extended account of the School or its work, but we believe that editors, publishers and printers will enjoy a trip with the editor through the buildings. We first visited the Library, that contains forty-five thousand volumes, systematically arranged for protection and reference.

Birds Eye View of Kansas State University at Lawrence Kansas.

(1) Library, first building to the left. (2) Fraser Hall, second building on the right.

(1) The building consists of two stories and a basement, the greater part of which is above ground. On the first or main floor are located the general reading-room, a newspaper room, and the Librarian's and Cataloguer's offices. The reading-room is admirably arranged and lighted. In the newspaper room are kept the county and city weeklies and dailies published within the State. In addition, dailies published in all the larger cities of the United States are kept on file. The second floor of the building is also devoted to library purposes. In the basement are seminary rooms used for private study of students in the various departments. The building is lighted throughout by electricity. Its every appointment is modern and its facilities and usefulness unexcelled.

We were next shown through Fraser Hall, having had the pleasure of meeting the faculty and addressing the assembled students.

(2) This building is 246 feet in extreme length, 98 feet wide in center, wings 62 feet each. There are 54 rooms, of which one, the main audience room, containing an electric pipe-organ, is 94 feet long and 56 feet wide. This room has a seating capacity of 1,200. There are also in Fraser Hall eighteen lecture-rooms, each large enough to accommodate classes of

seventy-five to eighty students. In this building are located the executive offices of the University, including the Chancellor's offices, the office of the Secretary, and the office of the Registrar. The north half of the first floor is devoted to the use of the School of Law, including the law library.

(3) The Chemistry and Pharmacy Building. This building was completed in 1900. The material used is native limestone, laid in horizontal courses, with recessed pointing. The building is arranged specifically for laboratory purposes for the

Chemistry and Pharmacy Building, Kansas State University.

departments of chemistry and pharmacy. The entire length of the building is 187 feet, and the greatest width 70 feet. The ground plan shows a central portion (devoted to offices, private laboratories, supply rooms, balance rooms, and smaller recitation rooms) and two wings. The building is three stories in height, with a basement of the same height as each of the stories above; beneath the basement floor there is an

Museum Kansas State University.

air space of four feet, down to the solid rock on which the foundations are laid. The system of heating and ventilation, which has been arranged with special care, includes a fan blower, run by electric power, which forces tempered air over steam coils and thence into the laboratories and lecture-rooms. The air thus brought into the rooms is carried out by hoods on the sides of the rooms, which are connected with nine-inch tiles, terminating in the chimneys above the roof, each hood being ventilated by an independent flue.

(4) The Natural History Museum Building. The spacious building for the museum of natural history furnishes a safe and beautiful home for the natural history collections, estimated to be worth $300,000. The upper floor is devoted to the collection in entomology and paleontology. The remainder of the building is used for the exhibition of mammals and birds. The offices are ocupied by the Curator of Mammals, Birds, and Fishes, and the Curator of the Entomological Collections. The workrooms of the taxidermist are in the basement.

Snow Science Hall Kansas State University.

(5) Snow Science Hall is 110 feet in length by 100 feet wide, two stories in height, each 16 feet in the clear, and is provided with an attic of 12 feet, and with an ample basement, almost entirely above ground. The entire basement is now used for the gymnasium. The geological department occupies the two southeast rooms of the first floor. The departments of zoölogy and botany occupy the large west room of the first floor for laboratory purposes. The entire second floor is devoted to laboratories for advanced work in botany and zoölogy. The west room of the attic is used for the geological collections. The south room is the botanical museum. The department of drawing and painting occupies the remainder of the attic. On the first floor of the east half is the lecture-room, extending through the basement and first story,

The Shops of Kansas State University.

and arranged in the amphitheater style. This room has accommodations for 200 students.

(6) Fowler Shops Building is devoted to the mechanical and technical instruction of the School of Engineering, and to the electric light and power plants of the University. Its present educational equipment represents about $30,000, appropriated by the legislature. The building is of native stone, 224 feet

long by 50 feet average width, two stories high, with attic and a handsome tower. It encloses 32,000 square feet of floor space for instructional purposes. It contains boiler and engine-rooms equipped and adapted for boiler and engine testing, with generators aggregating 200 horse-power, for lighting and power for all the University buildings; forge room and brass foundry, metal and wood-working departments, dynamo and transformer laboratory, with photometer room, fitted with recent types of appropriate machines, so distributed as to give comprehensive and exact technical instruction. Two rooms, 50 by 30 feet, are devoted to the engineering laboratories of the civil and mechanical departments. The pumping machinery of the water and fire-protection system of the University is also placed in the engine-room.

(7) Blake Hall. This is of Chateau Renaissance style, three stories high, of Cleveland, Ohio, sandstone. Besides a general lecture-room seating 100, in which the editor had the pleasure of addressing the students taking the course in journalism, there are two class-rooms, seating 30 each, and a department reading-room and library, two general laboratory rooms, covering 3,200 square feet. Accessible to these are supply, battery, workshop, balance and chemical rooms. There are also eight smaller rooms specially adapted for physical research, each provided with water, gas and electricity, and each basement laboratory room has a stone pier, to bed-rock, giving instrument supports free from vibrations of the building.

Besides these there are buildings for the School of Fine Arts and for the Medical Department, which we did not find time to visit, and a Law Building in course of construction.

THE COURSE IN JOURNALISM.

This department is new and under the immediate supervision of Edwin Mortimer Hopkins, A. B., Ph. D., Professor of Rhetoric and English Language, at whose home during our stay we enjoyed the thoughtful hospitality of himself and wife on two occasions and were enabled to meet, in a social way, several members of the faculty and of the local press. In addition to studies required in the Freshman and Sophomore years, the regular University classes, the journalistic course includes the following:

American Colonial History; English Literature; Elementary Law and Contracts; Constitutional and International Law; Advanced English Composition; Philosophy (Ethics); Sociology or Economics; Newspaper Writing; American History (Administrations); Sociology or Economics; American History (Administrations).

I.—Rhetoric and English Composition. Outlines of rhetoric, with exercises and themes.

II.—Physics, one term; Financial and Monetary History of the United States, and Money and Banking, one term; Constitutional and International Law, one term.

III.—Narration and Description. Study of general principles, with exercises. A fundamental course, leading to V*a*.

IV.—Exposition and Argument. Study of general principles, with exercises and briefs. A fundamental course, leading to V*a*.

V*a*.—Newspaper Writing. A survey of all departments of newspaper work, with practice in reporting, in editorial and feature writing, and in proof-reading, in connection with local and other newspapers. One or more of the subjects named may be chosen for special attention. To be preceded by Course III. or Course IV., and by one or more courses in English literature, in addition to I. and II., 1st term, daily, at 11:15. Professor Hopkins.

V*b*.—Newspaper Writing. A continuation of Course V*a*, involving assignment to regular newspaper duty, and, in addition, the special duty of some department of newspaper making, with thesis based on the literature of the subject and on the study of representative periodicals. A conference course, open only to those who have satisfactorily completed Course V*a*. 2d term, daily, at 10:15. Professor Hopkins.

WE REMEMBER.

PORTLAND, ORE., Dec. 22, 1904.

*To the Editor of the National Printer-Journalist*s

MY DEAR COLONEL HERBERT:—It is a long time since you have heard from me. When you come to Portland next year you will see something that will surprise even your own dear self—Fair buildings, and a World's Fair that will surpass anything ever seen in this or any other country. Have you forgotten that you were the first to launch the project? You did it at a meeting we had in the Chamber of Commerce, April, 1899, and the National Editorial Association endorsed it at their National Convention held at the Marquam Theater.

Wishing you the compliments of the season and a happy and prosperous New Year, I remain,

Sincerely yours, DAN MCALLEN.

[We have not forgotten and hope to be on hand to rejoice with our friends of the Pacific Coast over the wonderful accomplishment. The Lewis and Clark Exposition will undoubtedly celebrate most creditably one of the greatest events in our National history. Without the fruits of the Lewis and Clark Expedition the United States would never have occupied the pround position this country now holds, and, as we look forward, we think this is but the beginning. The Pacific Coast has possibilities that as yet seem as only a dream of mighty promise.—The Editor.]

W. H. WOODWARD, DECEASED.

The death of Mr. William H. Woodward, President of the Woodward-Tiernan Printing Co., St. Louis, removes another of the prominent members of the United Typothetæ of America. He was a most genial gentleman and devoted a life-time to his calling and the building up of his business at St. Louis, in which his three sons, who honor such a father, survive him. He was one of the founders and the seventh President of the United Typothetæ and presided at the Convention held in Chicago in 1893. He was always present and usefully active at the conventions of that body and was highly esteemed by the employing printers throughout America as well as in his own home. The readers of the NATIONAL PRINTER-JOURNALIST have been made familiar with his great establishment and his life work. Some few months before his death he suffered from Bright's Disease, but had for several weeks been in usual health and thought that he had fully recovered. The night of his death he attended a banquet of prominent citizens interested in raising funds for founding a museum for the city and to secure the offered liberal donations, from different individuals and nations, of exhibits at the Louisiana Purchase Exposition. He had joined heartily in the festivities and was one of the speakers. He made a short address and tendered $1,000 towards the enterprise. As he settled back in his chair, he became pallid and, in a few minutes, was dead. It is supposed that the exertion and excitement of the evening had been too much for his weakened powers. There was no other apparent cause for his sudden demise. He died while giving his means and energies to the aiding of noble enterprise. His death was on the evening of November 30th, in the seventy-first year of his age. He had done his life's work well, nobly and successfully. He leaves an honored name and a prosperous, well-established business to his children.

Past President and Mrs. P. V. Collins gave a dinner to the editors and other employees of Mr. Collin's publications on December 24th. There were seventy guests in all. The editor of this paper returns thanks for an invitation to be present on this occasion. The practice of providing such occasions by publishers and editors for the pleasure and encouragement of their employees is wise and commendable.

MORE WORK THROUGH PUBLICITY

BY HARRY A. WOODWORTH

Address all Communications for this Department to
349 Jarvis Street, Toronto, Canada

One of the most unique things in printing-advertising is a two-column advertisement, nine inches long, which appears in the *Daily Herald* of Cheboygan, Mich., and consequently, takes not far from a quarter of a page. The ad is headed, "A Leading Trade Journal Commends McMullen Printing," and the introduction reads:

The *Herald* takes pleasure in reproducing from the September number of the NATIONAL PRINTER-JOURNALIST, Chicago and New York, the following very complimentary notice of the work of the McMullen Printing Co., of this city. The NATIONAL PRINTER-JOURNALIST is one of the leading trade journals of the world, and when it devotes so much space to the work of a country printing office, there certainly must be merit attached to it.

The quotation is a critique which I made especially long chiefly because it referred to the public recognition of a good compositor—the same being Albert K. Ness—by broad-minded employers. It was in accordance with suggestions to employers of good workmen frequently made in this department. Not only is the reading matter quoted from the NATIONAL PRINTER-JOURNALIST, but the reproductions are faithfully delineated as they appeared in this journal. Mr. Ness advised me at the time that my write-up was not only appreciated by him, but also very much by Mr. McMullen. And the latter gentleman is certainly keeping up his large, twentieth century policy of giving public credit to those who work with him. This is a kind of boss to be cordially commended—and faithfully served. I hope Mr. Ness will send me another copy of his four-leaf clover blotter—with its real four-leaf clover. It was taken from me—and I haven't had very much luck since.

The Hampshire Paper Company is putting out some of the handsomest advertising that has ever been done by manufacturers of paper. Several of their latest advertisements have been in the form of documents, with seals, from which hang flyers made of the different stocks the firm wishes to advertise. These hangers are but one inch in width and yet give as thorough and clear an idea of the stock advertised as would a whole page of the stock.

One of these documents is, as is explained on the outside, "Long, but interests you." It is devoted to an exposition of the recent increase in price of Old Hampshire Bond, and explanations of why this increase is necessary. It is a very attractive piece of printing. The printers received this with a letter from the treasurer, in which he states, "You will be pleased to find that we have made such arranagements on the envelopes as to make only 10 per cent increase necessary instead of 15 per cent," etc. A very important part of the letter as regards the question of publicity is the following statement:

We enclose also a copy of an announcement we have sent to consumers, telling them of the change in price. This announcement will make it easier for you to explain the slight increase in price you have to charge for Old Hampshire Bond stationery and printed matter. If you would like extra copies to send such of your customers as may not have received the announcement direct from us, please write us.

We are already, as doubtless you are, feeling the effects of our magazine campaign of advertising, in a constantly growing demand for Old Hampshire Bond. We believe that this advertising work can be supplemented to your profit and ours by coöperation between us, and we shall be glad to receive suggestions from you as to how we can make known to your immediate clientele the merits of Old Hampshire Bond.

The question of wholesalers working together with retailers is one that has been largely treated in these columns. The Old Hampshire Bond people have done more extensive and taking magazine and periodical advertising than any other paper firm ever did. Their letter shows the growing appreciation of the printer as a factor in the selling of paper. And their willingness to work with the printer, as exemplified in their letter, also shows their realization of the fact that it is a good thing to have the printer work with them.

The Beck Engraving Company of Philadelphia and New York, issue a three-color calendar monthly. The one for October shows a Hallowe'en design that would make the illustrator of "Tam O'Shanter" look like a bawbee.

The Philadelphia *Evening Bulletin* is still in that adjunct of its business which includes the turning out of first-class printed matter. The *Bulletin* is one of the greatest advertising mediums in America, partly because it gives advertisers good service, and partly because it believes in advertising a good thing even when the thing happens to be its own business. No false modesty prevents it from proclaiming the fact that "in Philadelphia nearly everbody reads the *Bulletin.*" It has just sent out a mailing-card in which the use of tint-blocks gives a copper-like appearance to a noble lion. An opening paragraph calls attention to another maxim they wish to emphasize, viz., "The Lion's Share of your advertising should be in the *Evening Bulletin.*" A folder just issued is on a peculiar stock which is greatly vivified by the attachment of an embossed slip, all of which is in gold. This contains the famous motto, which by this time must surely have induced *all* (barring the blind and the illiterate) to read this live Philadelphia paper.

The Randall Printing Company, St. Paul, Minn., issues a mailing-card with reproductions from the *Dispatch* and the *Pioneer Press* of that city. The reproductions of the pieces clipped from the paper are particularly good. The exact color of news stock is splendidly imitated. The same praise may be given the handwriting, as it would be hard for the lay mind to conceive the possibility of its being done by an engraving process. Part of the matter surrounding the newspaper extracts reads, "Newspapers Praise Randall Workmanship." The extracts refer to a booklet entitled, "Across America," issued by the Great Northern Railroad. The design on the outside of the mailing-card is evidently one of those in which the Randall Printing Company have called upon the work of the artist to produce a setting to the type, rather than upon the exclusive use of curved rules.

Here is a quotation from Ruskin, which I found on the wall of a Toronto artist, whose use should help those printers who are preaching the gospel of Better Work, and who know how impossible it is to make a fair living at it unless their customers realize that its natural accompaniment is Better Prices:

All works of taste must bear a price in proportion to the skill, taste, time, expense and risk, attending their invention and manufacture.

Those things called dear are, when justly estimated, the cheapest; they are attended with much less profit to the artist than those which everybody calls cheap.

Beautiful forms and compositions are not made by chance, nor can they ever, in any material, be made at small expense.

A composition for cheapness, and not for excellence of workmanship, is the most frequent and certain cause of the rapid decay and entire destruction of arts and manufactures.

"Sanders gets the Medal." This is the title—would I could show the fine color-scheme of the cover—of a booklet announcing the award made by the St. Louis Exposition to the Sanders Engraving Company. They are naturally pleased at this honor—and also by the very large order of 20,000 engravings and 42,000 electrotypes which were placed with them by the folks who directed the Fair.

The *Inter-Mountain* Publishing Company, of Butte, got out, at election time, a card containing the popular and electoral votes for president in 1904, that is a "beaut." This office is strong on tabular jobs, and knows how to enliven statistics with a handsome setting.

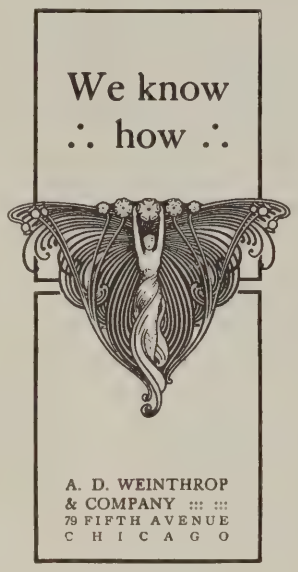
In a recent letter from Friend Biggers, he says, referring to a recent critique:

By the way, your criticism about blotter was good. I intended it to have reference to me in, "It is a laudable ambition that aims at doing better things than have been done before him." I see now for the first time it refers to no one and even kills the first meaning. I never publicly criticise my competitors when I can help it, and that is responsible for the bull. The original quote was, "It is a laudable ambition that aims at doing better things than one's neighbors," but as other shops are neighbors on both sides I took the liberty, of changing and you see the result.

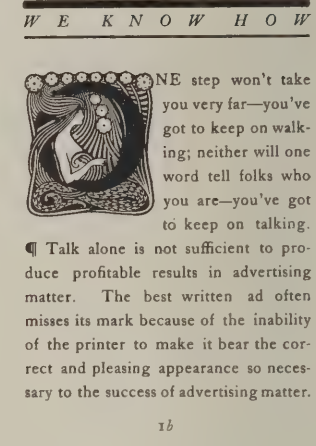
I remember Mr. Biggers writing me once on this "neighbor" question, but I never learned if he got the criticism I forwarded him. He must certainly have good neighbors if they can approach him as artist-typographers. I tell you, "The Sign of Quality" is grand! And the delicate blue ground of the stationery on which it is printed with the Golden Dragon (in gold) doing his little printing stunt, makes it especially pleasing. I like the blue space between the Old English head and the remainder of the job. A good inch in such a place is hypnotic.

I do not think that I have ever before reviewed the work of an engraving concern in New Orleans, but I must particularly congratulate the Romanski Photo Engraving Company of that city on the large oblong sheet they have just issued in order to show different grades of their work. But one illustration is used; and this is not only varied as to screen, but also as to size and shape and outline. The only thing missing is a specimen of the vignette.

A booklet entitled, "We Know How," is one of the latest productions in A. D. Weinthrop & Company's advertising. The first page of the inner portion of the booklet consists of the design shown as No. 1a, widely margined. The ornament and address are in a light orange. The envelope corner has this design with the exception of the address, and the color of the ornament is of a regular tangerine shade. Two of the inner pages of the booklet are shown in Nos.

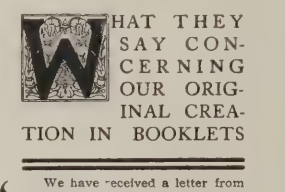


1a


WE KNOW HOW
ONE step won't take you very far—you've got to keep on walking; neither will one word tell folks who you are—you've got to keep on talking.
¶ Talk alone is not sufficient to produce profitable results in advertising matter. The best written ad often misses its mark because of the inability of the printer to make it bear the correct and pleasing appearance so necessary to the success of advertising matter.

1b

1b and 1c. The first sentence of the book sounds rather familiar, but it serves as a good introduction to thoroughly


WHAT THEY SAY CONCERNING OUR ORIGINAL CREATION IN BOOKLETS
"We have received a letter from the Bryan Mfg. Co., commending our booklet which you printed for us, and asking address of printers. We have written them giving your address and trust you may secure some business from the inquiry. Perhaps you may not know that the copy for this booklet was submitted to two or three advertising sharps and was universally condemned. Considering the success it has met with we feel proud of the booklet.
Yours truly,
THE A. H. ANDREWS CO."

1c

original matter. No. 1c is an example of a very taking use of quotation marks. These are in orange, as are the "W" of the initial, and the rules.

From an old friend—Will J. Cota, of Burlington Vt.—comes a cheery letter, part of which goes to show that he agrees with Mr. Wood and myself as to our objections to the card containing some of Bill Spooner's Philosophy, criticised in recent issues of the N. P.-J. The "little story" it re-

THE SHELDON PRESS, HIGH GRADE PRINTING
151 SAINT PAUL STREET, BURLINGTON, VERMONT
FREDERICK M. SHELDON, Proprietor
TELEPHONE, 11 21

2a

minded him of is much appreciated. Mr. Cota says he hopes to send me some "publicity" ere long. In the meantime I reproduce his new letterhead (No. 2a), which is in brown and green (ornaments green). It is a sample in keeping with the age of ornamentation we are getting into as a relief from so much paneling. In the hands of a less artistic artist than Mr. Cota the large ornament might have appeared somewhat unwieldy in such a job—but the handling, in connection with the color-scheme, is so daringly original and so striking that

it safely passes the border-line between mere grotesqueness and art. I wish the envelope in which Mr. Cota's letter came had not been torn as to the corner design. There's not the slightest hint of the bizarre about this—it is of the art which combines simplicity with modernness and originality. Send me another letter soon, won't you?

HE BUSINESS MAN'S STATIONERY is an advertisement, a standard by which the stability of his business is judged. The largest results are secured by the use of neat, attractive advertising. Let us do yours in this manner. No job too small, none too large. Books, Calendars, Folders, Cards, Souvenirs, one or more colors. Our prices are reasonable, yet it is quality not price that makes the ledger balance on the right side. Prompt service and right qualily at

THE SHELDON PRESS, BURLINGTON, VERMONT

2b

Ah! here's a card left in the envelope (No. 2b)! What's wrong with this as a high-class, up-to-date and beyond specimen of publicity? A yellow sky is back of the initial—and that fine Roman face, as open and honest as the face of boyhood, looks indeed well on such a job. Too bad that such types could get the word "quality" wrong. But the quality of the job as a whole is O. K.

The headlines on the Rowe Press job (No. 3a) are attractive, though there is nothing "smart" or "flip" about the simple phrase, "Getting Work Out on Time." But all we who have had dealings with printers have suffered from *not*

GETTING WORK OUT ON TIME

ONE of the good things that can be said about The Rowe Press is that the work is always got out on time. There is a reason for this: every part of our equipment is the very best, all the latest labor-saving machinery and devices are used, and our employees are experts in their line.

¶This is why we can give you your Printing promptly and at the same time maintain the high standard we have set for our work.

THE ROWE PRESS
BATH, MAINE

3a

Illustrations From New York

WE beg to direct your attention to the first issue of our stock cut catalog.

"Illustrations from New York" is issued by a firm whose fashion drawings and advertising designs are known among the best.

As far as possible these illustrations will approach the standard of magazine illustrations. In this way the value and interest of newspaper advertising will be increased. Apropos of this, it is well to state that our firm is composed entirely of artists and is the largest of its kind in the United States.

These artists have studied in the best schools of Europe and America.

The drawings are made under personal supervision of Mr. W. T. Van Dresser, formerly instructor in the Art Students' League of New York.

In regard to styles we have the most reliable sources of information.

No. 4

getting work on time. So the headline appeals in a way that the "smart" ad-writer could not better. The whole "talk" really refers to the one element of promptness. To the job itself it is left to tell the story of good work, though this virtue is tactfully and modestly alluded to in the talk. The result is a good advertisement. The larger spaces between the rules are in various tints to harmonize with various tints, so cannot be properly shown in a reproduction. But this blotter is a specimen of good color-work as well as of good composition. And though there is no attempt at typographical high-jinks or at glittering verbal generalities, it is a first-class advertisement.

The very latest folder of the Rowe Press is on stock of a very light shade of brown and has a deckled flap, on which is very simply printed, "The Value of Little Things." The inner portion shown as Reproduction No. 3b) has the

THE VALUE OF LITTLE THINGS

HERE is no line of work in which the value of little things is more plainly illustrated than in the printer's art. Just the right proportion of type, the correct size and grade of paper, the appropriate shade of ink. These things and countless other little details go to make the perfect piece of printing

No other print shop in the city has the reputation for fine printing enjoyed by THE ROWE PRESS. The attention to "little things," the careful work in all departments, the determination to make every piece of work a little better than the last has placed our work in the lead

If you are not a customer of ours we ask you to try us on your next order If you have already favored us with your business in the past we ask you for a continuance of the same, assuring you that not only will we continue to keep up the quality of our work, but that with our constantly increasing equipment we shall be in a better position to serve your interests than ever before.

THE ROWE PRESS
COR. WASHINGTON AND SCHOOL STS. BATH. MAINE

3b

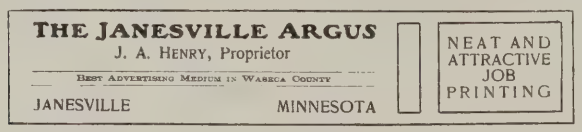
inner rules, the initial and the paragraph marks in light green, and the balance in brown. The column arrangement in this job is a little different from the ordinary. The crease of the body of the folder comes between the two columns. It is a very tasteful example of the use of but one series.

An appropriate use of Cheltenham and Engravers' Old English is seen in this first page of a folder (No. 4) used by Stone, Van Dresser & Company, New York. The stock is a light yellow, antique laid. This is reproduced chiefly as an illustration of a particularly effective use of a large initial. The initial serves to capture the attention, especially as it is printed, like the other Old English, in green. The ornamentation of the initial is in black, as is the rest of the job. Sometimes the use of initials appears to me to detract from the advertising force of an advertisement. But not in a case like this.

From Janesville, Wis., and from Janesville, Minn., two envelope corners—both original. But the stock on which the Janesville (Wis.) specimen is printed forbids reproduction. The workmark on this job is particularly striking.

I'll print the Minnesota specimen (No. 5). It comes from E. B. Jones. Its paneling is odd. It is in three colors. "Neat and Attractive" is in a different color from that of "Job Printing." There being so much white space at the

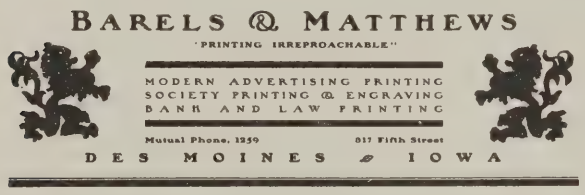
left of the design, there should undoubtedly be a fuller line at the bottom. This is not so good as the jobs Mr. Jones


THE JANESVILLE ARGUS
J. A. HENRY, Proprietor
BEST ADVERTISING MEDIUM IN WASECA COUNTY
JANESVILLE MINNESOTA
NEAT AND ATTRACTIVE JOB PRINTING

No. 5.

enclosed in the envelope. But it has points which hold the attention.

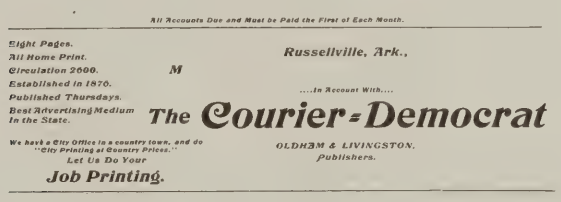
The chief charm of the letterhead of Barels & Matthews (No. 6) lies in the color scheme. The "B" and the "M"



No. 6.

and the two top rules are in a yellow which resembles a bronze size, and the ornaments are in an olive-green with a bright finish. It seems as if both of these colors were in harmony in the rind and interior of a citron. The balance is in a brilliant black. It is a remarkable job in respect to composition as well as to color.

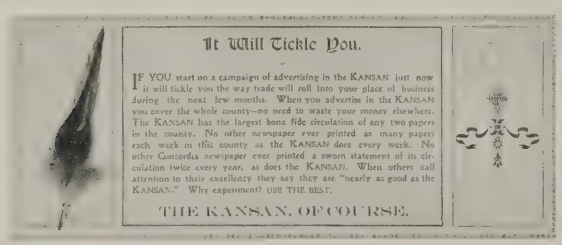
On Tuscon Old Hampshire bond stock, in gold and brilliant red, this memo head of the *Courier-Democrat* (No. 7) is even more striking than in its reproduction. The top line of type, the initial "C" with the word "The" before it, and the


All Accounts Due and Must be Paid the First of Each Month.
Eight Pages.
All Home Print.
Circulation 2000.
Established in 1870.
Published Thursdays.
Best Advertising Medium in the State.
Russellville, Ark.,
M
....In Account With....
The Courier-Democrat
We have a City Office in a country town, and do "City Printing at Country Prices." Let Us Do Your
Job Printing.
OLDHAM & LIVINGSTON, Publishers.

No. 7.

initial "D" with the hyphen before it, as well as the words "Job Printing," are in red. I believe that I gave another job of Mr. Livingston's a certain prominence in the November number. This was also remarkable as being composed in an original manner entirely in one new series of type. Mr. Livingston is enhancing the splendor of the record he made in Conway.

A genuine feather is pasted over the left panel of the *Kansan* blotter (No. 8). In this job the rules are in red;

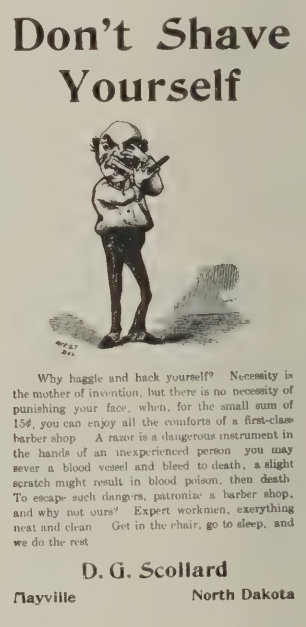

It Will Tickle You.
IF YOU start on a campaign of advertising in the KANSAN just now it will tickle you the way trade will roll into your place of business during the next few months. When you advertise in the KANSAN you cover the whole county—no need to waste your money elsewhere. The KANSAN has the largest bona fide circulation of any two papers in the county. No other newspaper ever printed as many papers each week in this county as the KANSAN does every week. No other Concordia newspaper ever printed a sworn statement of its circulation twice every year, as does the KANSAN. When others call attention to their excellency they say they are "nearly as good as the KANSAN." Why experiment? USE THE BEST.
THE KANSAN, OF COURSE.

No. 8.

the balance is black. This idea of using a feather with some suggestion as to "tickling," has been used by other printers on specimens forwarded to this department, but as this is an old blotter the idea may have been originated with the *Kansan*. I remember that Mr. Coyle, of Frankfort, Ky., used it on the outside flap of one of his news stock folders. I never mentioned this in regard to Mr. Coyle before—I fear that I have been neglecting Mr. Coyle of late, anyway—but this gentleman will realize from my remembering even his smaller specimens throughout the year, that his samples, and his lengthy and cheering letters, are not taken down from Memory's wall. To return to the *Kansan* job, it is possible that a more appropriate ornament or illustration should have been used in the right hand panel. However, the job has a decidedly neat appearance.

A card entitled "Cracker-Jack Printing" is received from the Nolan Bros.' Printing House, Brooklyn, N. Y. It is printed in fire-bronze and green. I had just been smoking a cigarette at the time of opening the envelope, and had dictated the first sentence of this critique before I reached for the supposed cigarette, and found it to be a burnt match pasted and wrapped in a slip of white paper. The matter

No. 9.

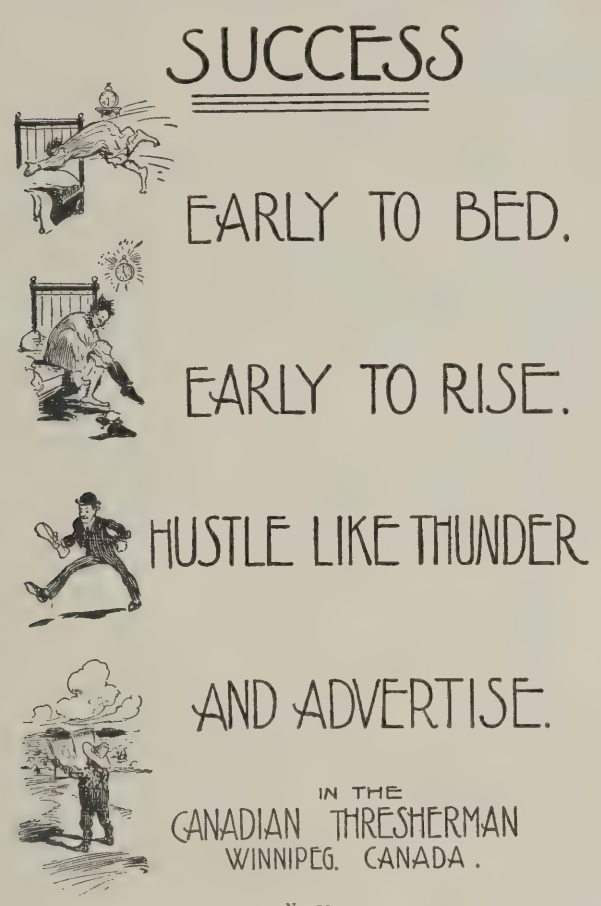

Don't Shave Yourself
Why haggle and hack yourself? Necessity is the mother of invention, but there is no necessity of punishing your face, when, for the small sum of 15¢, you can enjoy all the comforts of a first-class barber shop. A razor is a dangerous instrument in the hands of an inexperienced person; you may sever a blood vessel and bleed to death, a slight scratch might result in blood poison, then death. To escape such dangers, patronize a barber shop, and why not ours? Expert workmen, everything neat and clean. Get in the chair, go to sleep, and we do the rest.
D. G. Scollard
Mayville North Dakota

No. 13.

on this slip is reproduced as No. 9. "Cracker-Jack Printing" is thus explained: "To give particular people 'what they want when they want it,' we employ a cracker-jack at the head of every department of our business, who is directly responsible for his part in your work." The introduction of the word "your" in the last sentence in place of "our" is instinct with advertising genius. The cracker-jack who designed the picture of "the Napoleon of Printers," whose name certainly seems to be a corruption of that of one who was a cracker-jack in his day, deserves commendation for a very clever idea.

The mailing folder from the *Canadian Thresherman*, Winnipeg, Man., (No. 11) is opened by tearing a glued and perforated edge. The parody on the old saw is not altogether original, and is made more euphonious, or rather euphemious, in the third line than the original version, whose last word of the third line was alliterative with "Hustle," even though it does not scan so well. The job is in red and black and

with the very striking illustrations, makes an admirable advertisement for a paper that is admirable in every way.



No. 11.

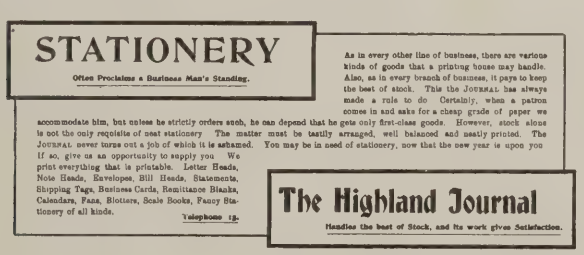
Harry A. Woodworth, 349 Jarvis St., Toronto, Canada.

DEAR SIR:—As I have started to send in samples of my job-work, I thought I would stick to it and send some in every now and then for criticism. Enclosed please find another lot of samples. As you may notice, some of the work is all done with an old set of rules, and so it is quite a job to make a close fit. I thank you sincerely for past comment and reproductions.

I was about to believe our Mr. Woodworth was gone forever. I am just in receipt of the September number of N. P.-J., and appreciate very much the reproduction of my blotter, and also the write-up. The number is a "beaut." from beginning to end, and is very interesting, and again I say, "It ought to be in the hands of every printer." Wishing you success, I remain, Yours truly,

Highland, Ill. JOHN HEBRANK.

Well, now, Mr. Hebrank, what's the matter with such rule work as this (No. 12)? I've seen worse mitred jobs. "Stationery" and "The Highland Journal" are red; the balance


STATIONERY
Often Proclaims a Business Man's Standing.
As in every other line of business, there are various kinds of goods that a printing house may handle. Also, as in every branch of business, it pays to keep the best of stock. This the JOURNAL has always made a rule to do Certainly, when a patron comes in and asks for a cheap grade of paper we accommodate him, but unless he strictly orders such, he can depend that he gets only first-class goods However, stock alone is not the only requisite of neat stationery The matter must be tastily arranged, well balanced and neatly printed. The JOURNAL never turns out a job of which it is ashamed. You may be in need of stationery, now that the new year is upon you If so, give us an opportunity to supply you We print everything that is printable. Letter Heads, Note Heads, Envelopes, Bill Heads, Statements, Shipping Tags, Business Cards, Remittance Blanks, Calendars, Fans, Blotters, Scale Books, Fancy Stationery of all kinds.
Telephone 18.
The Highland Journal
Handles the best of Stock, and its work gives Satisfaction.

No. 12.

is black. The use of white on the blotter, both within and without the panels, helps the contrast with the more solid portion. Mr. Hebrank is a "comer," all right. Come again.

In a very pleasant letter from Dell Shaw, of Mayville, N. D., he asks what I think of the card he has just gotten out for a barber, (No. 13). Some years ago suggestions appeared in this department concerning local trade which this recalls. The card is in blue with the exception of the blood on the face of the shaver, and this is not blue blood. I believe that I once objected to the brutality exemplified on a printing advertisement which was exceedingly bloody, but I cannot find any objection to this one on that score, as it strikes me as rather funny, and in good keeping with the advertisement. There is a great deal of trade that can be secured by the local printer with ideas, by getting up such ideas, in spare moments, for possible customers. Mr. Shaw's paneled design, which he places on the upper left-hand corner of the strongly-riveted pasteboard envelope that he sends, is a rather nice specimen of composition. He does not tell his business on this corner design, but he has a striking enough name to have his occupation well known in a town the size of Mayville.

Here's a job (No. 14) that is altogether in Gothic. Blotters with no other type than Gothic have been shown in these pages before, but this is the first specimen of one containing anything like so much matter. How neat it is! Note that each little "talk" about printing contains five full lines. This

The Importance of Printing
May be properly judged by the fact that from Middle Age obscurity it is keeping pace with the progress of the world and now ranks fifth in commercial value
The Influence of Printing.
Unconsciously perhaps, but nevertheless true, there is no living person blessed with the sense of sight who is not influenced by printed words and objects
The Effect of Printing
In reflecting the taste, character and standing of the user, or in denoting the quality of the manufactured article, or value of the service rendered, is undeniable.
WE DO
PRINTING
Established 1869
TIMES PRINTING COMPANY
PRINTERS, PUBLISHERS AND BINDERS
CHATTANOOGA, TENN
We make and sell the best Loose Leaf System in the World
The Utility of Printing.
The use of properly ruled and printed headings and blank forms is of as much importance to the modern business institution as the selection of the clerical force
The Value of Printing
To the manufacturer has been so thoroughly demonstrated by experience that it is no longer a question of "shall we print," but rather how best and how much
The Cost of Printing.
When you consider its indispensability, convenience, latent power and labor-saving possibilities, the Printer's bill is the smallest you pay, and nearest Value Received.

No. 14.

is an instance of advertising writing as applied to certain desired effects in advertising printing. I don't think the art is much taught in the correspondence schools, but it is one in constant use by the advertising man who combines writing and designing. It is harder than writing poetry.

The words "We Do Printing" are in red on this job—the balance is in brown. Too much matter, and too little of it advertising matter, some persons might say. But I don't think much of such dictatorial opinions regarding publicity.

A most interesting letter this, from our old friend, Col. Coyle, of Kentucky:

Col. Harry A. Woodworth, Toronto, Canada.

MY DEAR FRIEND:—You asked what had become of the *Imp* in the September number of the N. P.-J. Well, I will endeavor to tell you a little story of my career in the capital city of Kentucky. I came here about four years ago to take charge of the Kentucky *Journal*—then an administration paper—and remained with it for eight months. I had a good (?) position and my duties consisted of doing all the buying, doing the estimating of every description, making all contracts, doing all the job work, doing the press work on the cylinder, setting all ads, arranging all headlines, and most of the time assisting in other departments. Now you see that is what some people call a "snap," but I came to the conclusion that it was too much of a "snap" for me, and began to look for brighter fields with more revenue. During my connection with the *Journal* I received many nice compliments from the State press as well as from other competent judges, and at last I concluded that I would go into business for myself—"sink or swim." Well, I had no "dough" at that time, so I bought my shop on time. I began to study the trade journals to get new ideas—to get out something different from the "other fellows." I did so. I then began an advertising campaign—telling the people that I had a brand new outfit, new faces, and believed I could get out a little more stylish, a little more up-to-date work than the other shops had heretofore turned out, and I would be glad to show samples, etc. Then I began to issue the *Imp*. Well, the result was better, far better than I had expected. The one thing I impressed on my customers was that good work and good material would cost a little more than the inferior grade of work that had heretofore been put off on them. The merchants realized this fact and now I have the very best lot of

customers in the city, customers who are willing to pay for good printing, and pay the bills when they are presented. In fact my business increased so rapidly that it was impossible for me to devote the time I desired to the *Imp,* so I discontinued it for a while, but this winter I expect to take it up again.

Every few months I add to my office and now I have a very nice little country print-shop. A great many of my patrons make me write their advertising matter up for them—they say that I can get it up in a more catchy style than they can—and the beauty of it is that they are willing to pay for it.

Another of my ideas that has proven to be a very successful one with me is to get out a proof of some catchy advertisement and take it to a customer and show it to him. If he wants it, all O. K., if not, I am out scarcely anything. But I have yet to find the first customer to turn me down on this kind of proposition.

I have advantage over my competitors, inasmuch as I am the only one in the city that takes a trade journal—the only one who tries to get out something new and different.

I wish to thank you most heartily for the help I have received from your department—as I believe I have been benefited more by it than anything else. My opponents are cutting prices to beat the band, but I still claim good work is worth good money, and have no trouble in keeping busy.

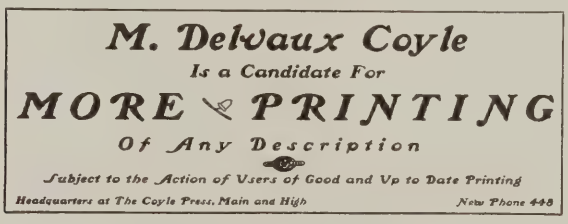
I send you a few samples under separate cover. The white blotter was gotten out simply because every other man you see on the street is a candidate for some office and I thought it would be timely. It filled its mission well.

With best regards, and hoping you will never give up your position with the N. P.-J., I beg to remain till further notice,

M. Delvaux Coyle.

The Coyle Press, Frankfort, Ky.

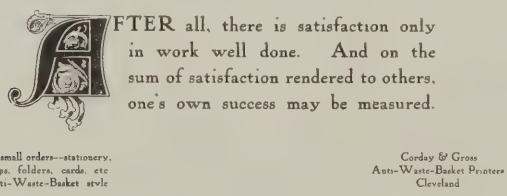
The white blotter to which our friend of the land of colonels and candidates alludes, is reproduced (No. 15). It's a nicely whited-out job, and "candidatus" means arranged in


M. Delvaux Coyle
Is a Candidate For
MORE PRINTING
Of Any Description
Subject to the Action of Users of Good and Up to Date Printing
Headquarters at The Coyle Press, Main and High
New Phone 448

No. 15.

"white," if I haven't forgotten my Latin. Glad that Mr. Coyle has resurrected his *Imp.* It's certainly one of the best written house-organs that ever were, and I hope to give various extracts from it soon.

Here (No. 16) is a "buff trip slip" from Corday & Gross, Cleveland, O., in which the initial (what fine initials this firm does produce!) is in gold and brown and green. Out of the

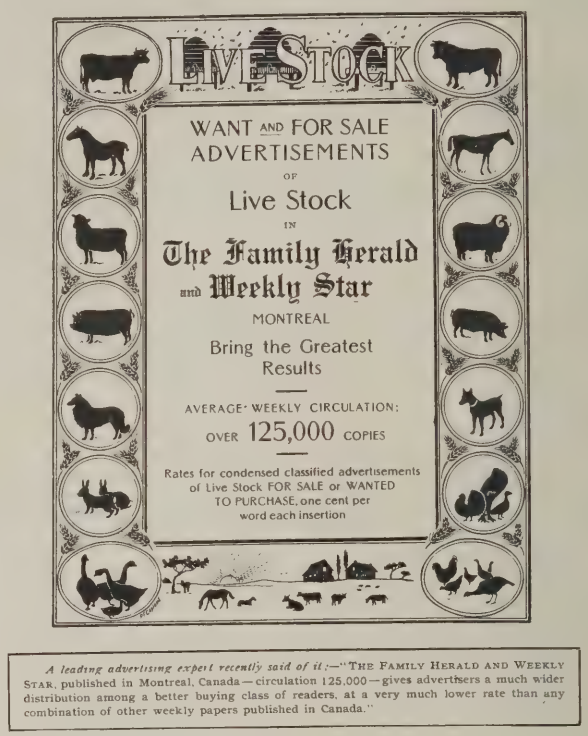

AFTER all, there is satisfaction only in work well done. And on the sum of satisfaction rendered to others, one's own success may be measured.
We welcome small orders—stationery, enclosure slips, folders, cards, etc
Try the Anti-Waste-Basket style
Corday & Gross
Anti-Waste-Basket Printers
Cleveland

No. 16.

ordinary, both as to style and wording. But one looks for something out of the ordinary from the Anti-Waste-Basket printers. This particular sentiment will go on my workshop wall—a good half-room away from the W. B.

At the left-hand side of the first page of a fine laid oxblood cover, is the representation of a star with golden rays. The title of the book is, "The Star of Canada." The inside title page contains simply the representation of a crown and the title "Canada," with these words beneath, "The Brightest Gem of the Crown in the British Empire." Alternate pages throughout the book are devoted to a discourse of which the first sentence furnishes the text, "These are growing times in Canada." The other pages show the deep meaning contained in the title on the cover, as they consist chiefly of "expressions from advertisers," as to the merits of that exceptional medium, the Montreal *Star.* It may be a surprise to many advertisers that Geo. L. Richards, publisher of the *Brown*

"*The Family Herald and Weekly Star*"


LIVE STOCK
WANT AND FOR SALE ADVERTISEMENTS
OF
Live Stock
IN
The Family Herald and Weekly Star
MONTREAL
Bring the Greatest Results
AVERAGE WEEKLY CIRCULATION:
OVER 125,000 COPIES
Rates for condensed classified advertisements of Live Stock FOR SALE or WANTED TO PURCHASE, one cent per word each insertion
A leading advertising expert recently said of it:—"THE FAMILY HERALD AND WEEKLY STAR, published in Montreal, Canada—circulation 125,000—gives advertisers a much wider distribution among a better buying class of readers, at a very much lower rate than any combination of other weekly papers published in Canada."

No. 17.

Book, Boston, Mass., gives the following remarkable expression of opinion as to the merits of an advertising medium published in Canada:

I regard the Montreal *Star* at the very head of the list as a revenue producer for advertisers. I use 640 papers for my advertisements, and often spend one hundred thousand dollars in one blast, so I should know something about advertising. I suppose it is not to my interest to say it, and I suppose it will cost me money to say it, that I regard the Montreal *Star* advertising as the most remunerative of all my advertisements, and, as for price, if I had to pay the Montreal *Star* a great deal more than its tariff rate I would consider it cheap."

One of the pages (No. 17) is reproduced as being a decidedly unique display for the advertisement of a newspaper.

Remember, the door-mat of this department has, in 288-point Old English, the word "WELCOME," which I hope, may be read by all new contributors as they approach the threshold:

Harry A. Woodworth, 349 Jarvis St., Toronto, Canada.

DEAR SIR:—I am sending in separate package a few samples of my work in the "publicity" line. This is my first visit to your department, but I have been much interested in and benefited by it in more ways than one..

The "Do It Now" blotter and booklet are the creation of my brain; not so very much to its credit, to be sure, but my employer put it up to me to produce something, and as I believe it is better to make an attempt and fail than to back down, whipped without making an effort, this is the result. Any suggestions as to their improvement will be appreciated.

The other samples are my workmanship only, the copy being furnished.

I came to the conclusion some time since that my ability, such as it is, as a printer, is some points in excess of my ability as a writer.

Trusting that this epistle will not weary you much, and that you will have the kindness to point out the weak spots so my next effort will be better, I am,

Very sincerely yours,

Newport, R. I. MERTON L. VINCENT.

Well, Mr. Vincent, I have carefully studied the ad-writing you would fain disparage, and I must say I think it is as simple and strong as is the typographical work. There is no apparent striving after effect, but the writing has a story to tell, tells it, and stops, there being just enough embellishing frills of language to "ornament the construction." That's a pretty good test of ad-writing, it seems to me.

Ward
The Printer
34 Clarke St.
Newport R.I.
Good Printing
Is a Silent Salesman—works for your business among people who cannot see you. In fact measures your Business and your Profits
Favor us with your next order
Ward, The Printer
34 Clarke Street, Newport, R. I.
Telephone Number 335-5

No. 18a.

Mr. Vincent, describes himself as a "Manipulator of Types and Designer of Things Typographic, in ye town of New Port, Rhode Island." The blotters are far ahead of the ordinary run of blotters. One of these (No. 18) is reproduced, particularly because One of these (No. 18) is reproduced, particularly because it shows one of the handsomest name-plates ever produced by a printer. It is especially pleasing in the original colors, which are a sort of salmon-pink and a brown. The composition is also worthy of note. The disposition of the white space, and the arrangement of the words, "Favor us with your next order," are especially pleasing. Mr. Vincent also sends a folder on a sage-green stock, on the title page of which appears the title, "More Work," which is suggestive of the motive of this department. There's a modest little note at the bottom giving Mr. Vincent's compliments. I

LET me but do my work from day to day,
In field or forest, at the desk or loom,
In roaring market place or tranquil room;
Let me but find it in my heart to say,
When vagrant wishes beckon me astray—
"This is my work; my blessing, not my doom.
Of all who live, I am the one by whom
This work can best be done, in the right way."

Then shall I see it not too great, nor small,
To suit my spirit and to prove my powers;
Then shall I cheerful greet the laboring hours,
And cheerful turn, when the long shadows fall,
At eventide to play and love and rest,
Because I know for me my work is best.

No. 18b.

should like very much to reproduce this cover design with its charming use of rules and ornaments. The folder is somewhat unique as it serves only as a wrapper for a slip of folded white deckle-edge stock on which this poem appears:

Mr. Vincent is one of those workers to whom work "in a tranquil room" is afforded. But nevertheless, there are times when a printer feels it a particular blessing that the strenuousness of his work is relieved by such tranquility as a well-fitted print-shop affords. William Morris, who has probably done as much towards modern artistic printing as anyone, did not like the leading of old-style types. But were he to see this job as it looks in its soft green in the midst of rough surface stock, he would doubtless admit that it savors of "sweetness and light."

No. 18c.

A folder-booklet with a flap for the address is a particularly fine job. The inner title-page is reproduced (No. 18c). Several pages of the booklet are devoted to "Opinions of the Critics," of which the most are, as usual, from the NATIONAL PRINTER-JOURNALIST. Mr. Vincent's name is, on these notices, modestly indicated solely by a 3-em dash. The booklet is printed in Cheltenham Old Style and is admirably displayed.

Harry A. Woodworth, 349 Jarvis St., Toronto, Canada.

FRIEND WOODWORTH:—It has been a long time since I have dropped in for a chat with any of the N. P.-J. department editors, and in fact quite awhile since I have worked at the case. But now that I am at it again I feel that I should renew allegiance to the instructors in the school of progressives. You, too, it appears, have been pressing upward during the interim, and have practically left this country, though your counsels and advice are still with those who read the JOURNALIST. I must admit that I haven't paid as much attention to my lessons in the past year or so as I should, and when I finally get broken in again I shall try to submit you samples that will be creditable enough to elicit your praise. The little bundle which comes with this contains only black and white stone proofs of some little things in printing—just ordinary work—without any distinction as models of good typography. Ever since I left the Inland Type Foundry I haven't been doing much

in the line of good printing. Occasionally I could not resist the smell of ink and would break in for a short time, eventually returning to the task of "toting" a note-book and pencil for the daily press. And of course my interest waned without the stimulus of actual work. So it is easy to figure out why I have been dropping behind the more studious ones, who have been pegging away industriously.

Printing seems to claim its own, I see, and even Will Bradley is back in the ranks after deserting to enter the world of illustrious designers. In his recent typographic specimens, notably the *Chap-Book*, he seems to have been in a happy mood indeed. Satisfied, no doubt, to be again a knight of the stick.

Fitzgerald, Crombie, Angre, Stutes, Walling, Gress, Dippy, et al, of the "school," also seem to be on the upward track.

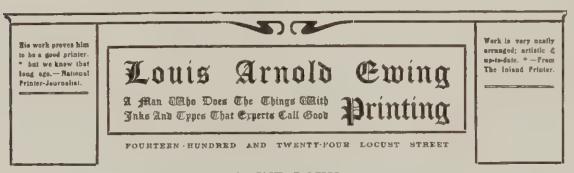
But, say, Woodworth, isn't there ever going to be "something doing" in the cover contest line? If I remember correctly, Brother Woods intimated that there was something "on" at the head office a long time ago, but no announcement of such has come to my notice.

Contests are good things to have, as practice is the only means of perfection. I have never yet been returned a winner, except in some little out-of-the-way contests. Of course, personal pride asserts that I am a prize-winner all right enough, so I am only wishing for the opportunity to "astonish the world."

Seriously, though, I do believe we ought to rub off the rust and get into the work with more vim. Let's talk up something out of the ordinary in the way of contests.

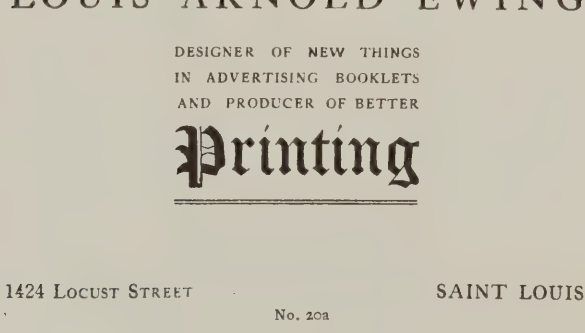
Sincerely yours, L. A. EWING.

The above interesting letter had already been sent to the NATIONAL PRINTER-JOURNALIST by the time I received a large


This work proves him to be a good printer. * but we knew that long ago.—National Printer-Journalist.
Louis Arnold Ewing
A Man Who Does The Things With Inks And Types That Experts Call Good Printing
FOURTEEN-HUNDRED AND TWENTY-FOUR LOCUST STREET
Work is very neatly arranged; artistic & up-to-date. *—From The Inland Printer.

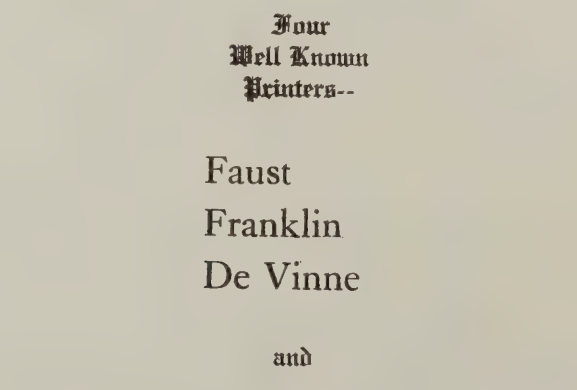
SAINT LOUIS
No. 19.

number of very excellent samples from Mr. Ewing. In this lot are many black and white proofs, with remarks on the



No. 20a

margin giving the color-scheme. On the specimen here shown (No. 19) the word "Printing" and parellel under-score rules, Mr. Ewing informs me, were in green lake and the balance



in bronze-brown. I have not seen this job in the original colors and should judge that the rules are rather better joined on the original job. Two pages of a folder are shown as Nos. 20a and 20b. Other admirable work of Mr. Ewing's will be reproduced in a specimen number. It will be seen that in the letterhead Mr. Ewing makes use of commendations of his work by the leading printing journals. The idea of using one star as a sign that something of the original discourse was omitted is a unique one.

In keeping with the ideas as to holiday advertising which have appeared in this journal is the Thanksgiving announcement of Kiesling Brothers, of New York. A very handsome card in olive-green and brown conveys the thanks of this live firm to their patrons for the generous support extended to them during the year. Rows of turkeys embellish both the card and the envelope.

In another portion of this instalment mention is made of the use of complimentary notices in newspapers concerning the work of the printers of the Great Northern Railway's handsome brochure, "Across America." The cover of this book is reproduced on a mailing-card as a specimen of the good work that the Northern Engraving Company, of St. Paul, Minn., can do. There is considerable clay-modelling in the design. The heading of the talk, is "Effective cuts make effective advertising."

A large folder in red and brown comes from the Keystone Type Foundry. The title of the folder is "Type for all Times," and the reading matter refers to and is composed in that grandly strong letter Standard Gothic. Examples are also given of the 20th Century Border, which harmonizes admirably with a Gothic.

Two or three years ago I printed a half-tone reproduction of a humorous pitcure used on printed matter by Robert J. Stillson, of New York, when he was moving to more commodious offices. On the top of the roller-top desk, near the coal-scuttle and the broom and the waste basket, was perched a cat; and the perspiration was pouring from Mr. Stillson's features. On a large postal card from the Beverly Evening *Times*, a somewhat similar design is used, only in this case the proprietor is shown on the ground with the paraphernalia of the office rolling from his shoulders, and the cat stretching itself after the journey. This is also a very funny picture, and I would reproduce it were it not that the most of it is a very heavy red background.

The Inland Type Foundry is still keeping up its custom of advertising by means of variously colored slips. One of the latest of these begins, "You sometimes wish to set a few words in heavier type than the text of your job. Go to your case and set a line." The "deadly parallel" is then brought into play. On one side it says, "If your type is the lack-o'-system kind, it will look like this." The alignment of the type to the left of the job is certainly bad. The other portion of the parallel reads: "If it is Standard Line as made at the Inland Type Foundry it will look like this." The weak point of this advertisement appears to be that the poor alignment was evidently composed with Standard Line, though there seems to have been considerable trouble taken to have it line so illy. The cleverest part of the job is this, at the end, "Hoping these few lines find you well, we are, yours, —INLAND TYPE FOUNDRY."

When Schoffer was printer, away back there in the fifteen hundreds, he didn't have Cheltenham; he couldn't get it. But you can, and can get lots of trade with it, too, for business men like Cheltenham.

The American Type Founders Company have done some remarkably clever booklet and circular advertising of late. Their *Chap-Books* which have already been treated in the other review departments, now form a very much appreciated portion of a number of *Chap-Books* which adorn my library. The very Bradleyish printings which have been called "The Mission Toys" are of the old-style new-style variety. By far the best of these advertisements is the book entitled, "From Grumbleville to Joyville." Such a book should make the designers of "The New England Primer" turn green with envy. It is a booklet that will be treasured by all who are interested in refined quaintness. It gives, in addition to admirably clever writings concerning the Mission Toys (which are shown in black and antique-red), a number of samples of how they may be used where it is not expeditious to have a design made especially for a particular job. The stock is in keeping with the old-style appearance of the booklet.

DEAR MR. COPPER: DO YOU REALLY BELIEVE THIS STATEMENT OF YOURS—"THERE HAS ALWAYS BEEN A QUARREL ON BETWEEN THE TWO—THE ADVERTISER AND THE NEWSPAPER"? AND IF IT IS SO, WHY SHOULD IT BE SO? AND I, WHO HAVE BEEN—AND AM YET—BOTH AN ADVERTISING MAN AND A NEWSPAPER MAN, HAVE NOT FOUND IT SO.

COULD WE HAVE SUCH GOOD NEWSPAPERS, BROTHER COPPER, IF WE HAD NOT GOOD ADVERTISEMENTS AND GOOD ADVERTISERS? COULD WE HAVE SUCH GOOD ADVERTISEMENTS, IF WE HAD NOT SUCH GOOD NEWSPAPERS? IF THERE HAS ALWAYS BEEN A QUARREL ON BETWEEN THE ADVERTISER AND THE NEWSPAPER, LET'S CALL IT OFF;—IT'S FOOLISH;—IT'S NOT IN KEEPING WITH THIS PROGRESSIVE NEWSPAPER AND ADVERTISING AGE.

IF WE ALWAYS LEARN A USEFUL LESSON FROM OUR MISTAKES, WE ARE IN A FAIR WAY TO BECOME WISE.

YOU MAY LOSE A CUSTOMER'S CUSTOM BY TRYING TO GET THE BETTER OF HIM IN AN ARGUMENT.

IT OFTEN HAPPENS THAT MORE DEPENDS UPON THE WAY A SCHEME IS WORKED OUT THAN UPON THE SCHEME ITSELF.

THE MAN WHO IS UNWILLING TO PAY A GOOD PRICE FOR A FAIR ARTICLE IS A POOR CUSTOMER.

THE ADVERTISING A PRINTER RECEIVES FROM A CUSTOMER WHO LEAVES HIM BECAUSE HE HONESTLY BELIEVES HE HAS NOT BEEN FAIRLY TREATED IS EMPHATICALLY THE KIND THAT DOES NOT PAY.

IT IS MUCH LESS DIFFICULT TO ADAPT AN ADVERTISEMENT TO A CLASS THAN IT IS TO CONSTRUCT ONE THAT WILL APPEAL TO EVERYBODY.

AN EXTENSIVE KNOWLEDGE OF HUMAN NATURE AND A FAIR AMOUNT OF COMMON SENSE ARE ESSENTIAL IN THE ACCOUTREMENTS OF AN ADVERTISING CAMPAIGN.

"ADAPT YOURSELF TO YOUR CUSTOMERS," I ADVISED A LITTLE WHILE AGO. ANOTHER HINT: ADAPT YOUR CUSTOMERS TO YOURSELF.

A LITTLE GENUINE COURTESY ON THE PART OF A PRINTER OR HIS ASSISTANTS WILL SOMETIMES DO MORE TO SECURE THE GOOD-WILL OF A CUSTOMER THAN ALL THE ADVERTISING MATTER THAT CAN BE WRITTEN.

THE MOST MISTAKES MADE IN ADVERTISING ARE NOT SO BAD AS THE MISTAKE OF NOT ADVERTISING.

THE ADVERTISER WHO IS THE MOST ECONOMICAL IN BUYING SPACE IS SOMETIMES THE MOST LAVISH IN FURNISHING COPY. WHEN THIS OCCURS IT MAKES A BAD COMBINATION, AND THE RESULT IS NOT LIKELY TO BE AN UNALLOYED SUCCESS.

IN ADVERTISING THE PRINTING BUSINESS—OR ANY BUSINESS—AN OUNCE OF INDIVIDUALITY IS WORTH A POUND OF IMITATION.

ONE MAY BE TOO ECONOMICAL TO MAKE MUCH MONEY TO SAVE.

A FOOL WILL NOT LEARN FROM ANYBODY, BUT A WISE MAN MAY LEARN SOMETHING FROM A FOOL.

ANYHOW, HERE'S FOR A HAPPY NEW YEAR! WE ARE FAIRLY SUCCESSFUL IF WE ARE BUT HAPPY.

I DON'T SEE WHY YOU SHOULDN'T GET SOME PRINTING TO DO IN THIS ADVERTISING YEAR OF 1905.

A NOTABLE NEWSPAPER.

The following letter, with all the claims of which we agree, was received after our article on the paper was printed:

MONTGOMERY, ALA., Dec. 16, 1904.

To the Editor National Printer-Journalist, Chicago, Ill.

DEAR SIR:—In am sending you, under separate cover, a specimen copy of the Christmas Edition of the *Advertiser*. I trust it will reach you promptly and in good condition, and that you will take the time to examine it carefully.

To my mind, this is one of the most notable newspapers, all things considered, ever issued from a perfecting press in the South.

It contains 92 pages, in eight parts; 26,560 copies of this issue were sold and delivered. Each paper weighed 24 ounces, and 39,840 pounds of extra quality of news paper were used.

From an advertising point of view, this issue established a new high-water mark for Alabama's only metropolitan newspaper. It contained 4,784 inches of local advertising and 2,741 inches of foreign advertising, making a total of 7,525 inches, equal to 358 columns of 21 inches each.

I am especially proud of this issue, not only on account of the volume of advertising handled, but of the unusually high character of the business handled. Notice, please, the splendid typography, the handsome illustrations, most of which were made by our engraving department, and the well-written copy. Surely, you will agree with me that the Montgomery merchants are a progressive lot, and understand, to a surprising degree, the art of advertising.

The fact that all of the matter in this big issue was planned and executed here by our various departments without having to call on outside help, and that none of our daily features were neglected, certainly indicates the ability of the *Advertiser* to measure up to any emergency, and I think places the paper in the first rank of Southern newspapers.

In considering this paper, I would ask that you bear in mind that the population of the City of Montgomery is 40,000. I do not believe there is a newspaper in this country, published in a town of like size that is accorded such patronage and confidence by local business men and its foreign patrons.

I will esteem it a favor if you will give me, by letter, a full and frank criticism of this paper, from every point of view.

Thanking you in advance, I am, Yours truly,

V. H. HANSON.

We found no room for criticism hence gave, in our article, only commendation.

COMFORTS OF TRAVEL.

The porter on the California Limited this winter will be prepared to press a gentleman's trousers while he waits. This is a new wrinkle, introduced for the benefit of fastidious dressers. It isn't absolutely necessary to carry along an extra pair of trousers, either; the porter works while you sleep.

On this luxurious train daily market reports are received by wire; there are the latest morning and evening newspapers issued en route, fine stationery, a library of western books and current magazines. A Whitley exerciser for those who wish to keep up their athletics, and electric curling irons for the ladies are other travel comforts.

The Santa Fe intends to keep its fast flyer at the front.

THE STABILITY OF A WELL-CONDUCTED PAPER.

On December 20th the Lexington, Ky., *Democrat* ceased publication, having been asborbed by the Lexington *Herald,* which was edited by the late W. C. P. Breckinridge, and is continued by his son Desha Breckinridge as manager. The incident contains a lesson as to how difficult it is to supplant a paper once thoroughly established. We reprint, for its lessons, the following from the Lexington *Herald,* upon the occasion of taking over the opposition paper:

With the issue of today, Tuesday, Dec. 20, 1904, The Lexington *Democrat* ceases publication. This simple announcement marks the end of the effort to establish a morning newspaper in opposition to the *Herald.* In this effort over $30,000 has been spent; the united efforts of the local and State Democratic organization were expended; to it four laborious, self-sacrificing years were given by a trained, accomplished and experienced newspaper man of large means and with wide business, social and political connections. And now the name, plant, good will and subscription list of the Lexington *Democrat* has been purchased by the manager of the *Herald,* and will be consolidated with and absorbed by the *Herald.* Over four years ago, Sept. 23, 1900, after the bitter and divisive days of 1896, when the *Herald* felt it was its duty to oppose Bryan and Sewell and support Palmer and Buckner; after the intense local fight of 1897, when the *Herald* supported the fusion ticket and opposed the local Democratic ticket; after the terrific fight of 1899, when it supported John Young Brown and opposed Goebel and Beckham, and the almost equally savage fight of 1900, when it again opposed Colonel Bryan and supported Yerkes, there was aroused against it a feeling of opposition that made the Democratic organization both in Fayette county and in the State think it necessary to oppose it. The local organization organized a stock company with a capital of $7,500, which was fully paid, for the purpose of establishing a newspaper. There was received from the State organization several thousands of dollars, and from local political contributions several thousands more. After negotiations for the purchase of the *Herald* had failed, the *Democrat* was started, and Mr. W. P. Walton, who had won more than a State reputation as an editor and publisher, was induced to come to Lexington and take charge of it. With varying fortunes it continued until today. The great majority of those who formed the stock company and subscribed the $7,500, gave their stock to Mr. Walton; he himself, a man of wealth and with influential political connections, put into the paper between $15,000 and $20,000, and published the best paper that could be published without the service of the Associated Press. Every legitimate means that could possibly be thought of was used to build the paper up, to secure subscribers for it and widen its influence, and if it had been within the range of possibility for a paper to make a success in the morning field in opposition to an old established paper, which was published upon the idea that the first requisite of a newspaper was to give all the news, and its first duty to be frank and courteous in the discussion of every public question, the *Democrat* would have made a success.

Cheltenham is busy everywhere, conveying trade messages that catch the eye and impress the bargain fact, the merit fact, the good thing fact. Business men like Cheltenham. See the point, Mr. Printer? Of course you do. And now that you will order Cheltenham be sure to include the new Cheltenham Italic.

DECEASED A T99 YEARS OF AGE.

THE OLDEST EDITOR AT REST.

The Buckeye *Informer,* of Waverly, Ohio, had in its December issue the following as to the life and demise of one who was, probably beyond all question, the oldest active editor in the whole world:

In the ninety-ninth year of his age, William Millikan, Sr., the oldest newspaper man in active service in the world, perhaps, died Dec. 7, 1904, at his home in Washington, C. H., after an illness of only a few days. Two years ago he suffered a stroke of paralysis, affecting the right side, but he rallied sufficiently to resume his journalistic work.

The veteran editor was born Sept. 22, 1806. He was the oldest son of John Millikan, who was a lieutenant in the war of 1812, and died in the service of his country, in 1814. The subject of this sketch was elected as a member of the Legislature of Indiana, two terms from Laporte county, and also served one term as mayor of Laporte. He was a member of the

ber of the Ohio legislature from Fayette county in the Sixty-second and Sixty-fourth General Assemblies. As such he secured the passage of a law regulating the rates of legal publications in newspapers.

Mr. Millikan, shortly afterwards, bought an interest in the Kalamazoo, Mich., *Telegram.* Two years afterwards he sold his interest in that paper and bought a half interest with his brother, John Millikan, in the County *Whig,* at Laporte, Indiana. In five years thereafter he sold his interest in the *Whig,* and for four years engaged in the mercantile business. This was the only period in his long business life in which he was not engaged in the newspaper business.

In November, 1858, he moved to Washington C. H., O., and established the Fayette County *Herald,* a weekly newspaper. Several years later he took his son William into partnership with him and started a daily. This relation continued up to the day of the death of the father.

Before the formation of the Republican party Mr. Millikan was a Whig, and such was the politics of all his papers up to that time. He assisted in the organization of the Republican party in 1854, and for nearly fifty years edited and controlled a Republican paper.

Mr. Millikan had a high and just appreciation of his duty, as well as his responsibility as a newspaper editor. He never permitted the use of his paper to herald slander or personal abuse, nor to gratify personal malice or revenge.

He was personally on the right side of all moral questions, and these were reflected in the columns of his newspapers. He was a wonderfully self-possessed man; cautious, calm and considerate, and his habits were simple and temperate. He was not moved or carried away by popular clamor or sensationalism, consequently these never found place in his paper. He honestly and faithfully endeavored to publish in his paper only such articles as would promote good morals, and tend to make people better and happier.

Business men want Cheltenham Italic because it tells their trade messages in small space and very distinctly. They will go where Cheltenham is—to your printery or to that other one. It's a mighty type success. So is Cheltenham Italic, the latest member of the family.

GREETINGS FROM CANADA.

"THE MONTREAL STAR," STAR BUILDING, MONTREAL, CAN.
Christmastide, Nineteen Hundred and Four.

Editor National Printer-Journalist, Chicago, Ill.

MY DEAR SIR:—At this glad season of the year it is meet we should lay aside briefly the cares and anxieties inseparable from the strenuous life, and join together in hearty good wishes, each for the happiness and welfare of the other.

May your Christmas be bright and merry, and your future blessed with happiness and prosperity.

Very sincerely yours,

THE MONTREAL STAR.

Once it was De Vinne type we all talked about and printed from. Its equal never would be produced. The makers thought so. Many printers said so. But Cheltenham has come along—a type that fits well and looks well, having merit that wins the printer and buyer of printing. There is also Cheltenham Italic. Look that up, also.

¶ ON THIS AND THE THREE SVC CEEDING PAGES IS A SHEWING :: :: OF THE :: ::

KENILWORTH SERIES

¶ A NEW LETTER DE SIGNED AND MANV FACTVRED BY THE INLAND TYPE FOVN DRY OF SAINT LOVIS AND ALSO IN STOCK & FOR SALE AT ITS BRANCHES IN CHI CAGO AND BVFFALO

SIZES AND PRICES OF FONTS

6-Point	55a	26A, $2.00
8-Point	48a	24A, 2.25
10-Point	44a	20A, 2.50
12-Point	38a	18A, 2.75
14-Point	30a	15A, 3.00
18-Point	22a	10A, 3.25

All these sizes are engraved and cast to multiples of half-point and all figures are en set

OTHER SIZES IN COURSE OF PREPARATION

The Kenilworth Series, up to and including the 18-Point size, is sold in fonts of 25 pounds and multiples thereof when spaces and quads are included, in fonts of 20 pounds and multiples thereof when spaces and quads are omitted, at body letter prices, as follows: 6-Point, 64 cents per pound; 8-Point, 52 cents per pound; 10-Point, 46 cents per pound; 12-Point, 42 cents per pound; 14-Point, 40 cents per pound; 18-Point, 40 cents per pound. The 7-, 9- and 11-Point sizes are in preparation, as are also the larger sizes, from 24- to 84-Point, inclusive, and an italic especially designed therefor.

Patent pending. Registration applied for.

BRIEF HISTORY OF KENILWORTH

KENILWORTH, A SMALL TOWN of Warwickshire, is pleasantly situated on a tributary of the Avon, on the railway between Coventry and Leamington, 5 miles distant from both towns and 99 miles north of London. The town is only of importance from its antiquarian interest and the magnificent ruins of its castle. It most probably derives its name, which in Domesday is written Chinewrde, from a king of the Mercians named Cenwulf, and werthe, a dwelling place. The old royal residence of the Saxon kings was destroyed during the wars between Edward I. and Canute. The manor of Kenilworth was bestowed by Henry I. on Geoffrey de Clinton, afterwards the lord chief justice, who erected the earlier portion of the present castle. It was given by his grandson Henry de Clinton to King John, and it remained a royal residence until the time of Henry III., who granted it to Simon

Set in 14-Point Kenilworth

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Set in 18-Point Kenilworth

Patent pending. Registration applied for.

BRIEF HISTORY OF KENILWORTH

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Set in 8-Point Kenilworth

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Set in 10- and 6-Point Kenilworth

Patent pending. Registration applied for.

BRIEF HISTORY OF KENILWORTH

KENILWORTH, A SMALL TOWN OF Warwickshire, is pleasantly situated on a tributary of the Avon, on the railway between Coventry and Leamington, 5 miles distant from both towns, and 99 miles north of London. The town is only of importance from its antiquarian interest and the magnificent ruins of its ancient castle. It most probably derives its name, which in Domesday is written Chinewrde, from a king of the Mercians named Cenwulf, and werthe, a dwelling place. The old royal residence of the Saxon kings was destroyed during the wars between Edward and Canute. The manor of Kenilworth was bestowed by King Henry I. on Geoffrey de Clinton, afterwards the lord chief justice, who erected the earlier portion of the present castle. It was given by his grandson Henry de Clinton to King John, and it remained a royal residence until the time of Henry III., who granted it to Simon de Montfort, earl of Leicester. After the battle of Evesham, 14th August 1265, at which Simon de Montfort was slain, the rebel forces rallied at the castle, when it sustained a siege lasting six months, but finally capitulated to Henry III., who bestowed it on his son Edmund. After being used as the prison of Edward II. previous to his removal to Berkeley

Set in 12-Point Kenilworth

INLAND TYPE FOUNDRY

ORIGINATOR OF STANDARD LINE UNIT SET TYPE

SAINT LOUIS CHICAGO
BUFFALO

Patent pending. Registration applied for.

REVIEW OF JOB WORK

BY A. V. FITZGERALD, MILWAUKEE, WIS.

Address all Communications for this Department to
1319 W. Ravenswood Park, Chicago, Ill.

When I consented to again take charge of this department I thought I should have ample time to prepare copy for this issue, but on account of pressure of business (the office running night and day) I was unable to attend to this matter until late in the month—to late, I am afraid, to permit making reproductions—therefore I shall omit specific criticism of samples this month and devote the space to a general talk, the main points of which will be elaborated in future issues. I shall endeavor to so handle the department that those whose opportunities for experience and practice have been limited may have the benefit of a long and larger experience in handling high-grade work.

I desire the coöperation of interested readers to render this department as valuable as possible. There will be no "hot air" dispensing, but every adverse criticism will be dictated by and made with the view of being helpful. The opinions expressed will, of course, be "individual" opinions, and have no more or less weight than the experience and successful demonstration of the writer entitles them to receive.

The value and *necessity* of such educational means as these departments place at the disposal of the typographical student are highly appreciated, if I may judge by the expressions contained in the numerous letters received during the past month. The job compositor is gradually awakening to his opportunities for advancement. It is seldom the steady, studious printer is heard finding fault with his "chances." There is an increasing demand for competent printers—the demand increasing much faster than the supply. The compositor who studies, who makes a *business* of his business, who is a severe critic of his own work, who realizes that attention to trifles makes perfection, who overlooks no opportunity for improvement, but concentrates his attention upon the *quality* and quantity of his work, need never worry about the question of salary. Employing printers are mostly "from Missouri"—the workman must be prepared to "show" them.

It has taken a vast amount of preaching by expert craftsmen to convince the employer that it is advisable, almost necessary—to simplify his type outfit—that he should have type in series, large font of every size, and fewer type faces. But this accomplished is but the first step only toward securing simple, stylish, economical and at the same time artistic results from the composing room. The workman must be taught to observe the same rules in the construction of his work that the employer has observed in selecting the equipment. He must learn that there are styles of composition that are particularly appropriate to certain classes of work; that it is as great a fault to put too many styles of composition into a job as to use too many styles of type, and that "correct spacing" has reference to the space between letters, between lines, between the different sections of the display pattern, as well as between words. I have found that many otherwise good workmen fail to give consideration to these points. It is very often possible to take a very inferior piece of work and by simplifying the spacing and whiting out (without resetting a line) to produce a first-class job.

"Simplicity" means that all of the foregoing details have been properly taken care of and more. It means that in choosing the general pattern of display a form has been selected to which the wording of the copy most readily adapts itself, so that the completed job bears no evidence of a "struggle." Whenever the work shows that the type had to be unevenly spaced or poorly displayed in order to give it the chosen pattern, or form, it gives evidence of poor workmanship.

How often have we seen the first part of a sentence displayed, and the remainder commenced with a large initial—the compositor, in his anxiety to use the initial letter, forcing it into the *middle* of a statement. An initial should not only be the beginning of a *sentence*, but at the beginning of a *statement* also, and this fact should dominate any desire to use an ornamental initial.

The trouble with a great many compositors is that they are not content to let well enough alone. Learn to know when a piece of work is *finished* and then cease working on it, or the chance is that your extra touches will be detractive. This refers to ornamentation, and not to such details as spacing, whiting out, punctuation, capitalization, and correct display. The latter is most important. I recall an incident which illustrates this point:

A compositor was given a title-page to set, containing the following matter: "By-Laws of the Cook County Building and Loan Association, Chicago, Ill." The proof he turned in showed that he had the correct idea as to choice of type, spacing, whiting out, etc., but failure to give proper consideration to the story his *display* must tell, rendered his work ridiculous. This is the way it appeared:

BY-LAWS
OF THE
COOK COUNTY BUILDING
AND
LOAN ASSOCIATION
CHICAGO, ILL.

The compositor failed to see that *his* story was about the "Cook County Building," and he strongly denounced the "bull-headed" foreman who made him reset the page.

One of the chief distinctions between a first-class workman and one who is "pretty fair" lies in the attention to each detail which is characteristic of the former, and causes his work to appear more "finished."

In future issues this department will select samples illustrating these points—the sins of omission as well as of commission. Those who can perfect each detail of their work are the competent workmen, and the doors of every printing office are open to them.

Bulfinch Oldstyle Series

A Revival

Of Simplicity in Type

There are a number of type faces that have long been in the public favor, because each was made on plain, sensible lines. Recognizing the soundness of this principle the Curtis Publishing Company owner The Ladies' Home Journal delegated William Martin Johnson to design a type devoid of oddity or freakishness, yet graceful and legible. We are enabled to place at the disposal of printers the result of his work, the Bulfinch Oldstyle Series

Made and sold by

American Type Founders Company

6 Point Size BULFINCH OLDSTYLE 24A $0.95 48a $1.05—$2.00

DISTINCTIVE BULFINCH CHARACTERS PRODUCE CLEAN MODERN PRINTING STRIKING QUALITY WHEN CONSIDERING MERCANTILE PRINTORIAL WORK
The new spirit in printing has not yet made of that calling the art it is destined to become. However, the leaven is just beginning to work; there is a very distinct and rapidly growing element in printerdom that is making for things considerably better than formerly obtained

8 Point Size BULFINCH OLDSTYLE 20A $1.15 40a $1.10—$2.25

STRENGTH AND HARMONY PROMOTING HIGHER CONCEPTIONS OF THE PRINTING ART AMONG BENJAMIN FRANKLIN'S ADMIRERS
The power of type is being somewhat better understood now, and it is most fortunate that the greatest type foundry organization in the world is yielding so cogently to this new perception of the real status of printing as a fine art

10 Point Size BULFINCH OLDSTYLE 18A $1.30 36a $1.20—$2.50

EXTENDED NOTICE RECEIVED CONFIRMS STRONG PURPOSE AMONG PRINTERS FOR IMPROVEMENT
Careful study of the products of the best modern printers will give some idea of the revolution that is in progress in printing, measured by the standards of early typographers

12 Point Size BULFINCH OLDSTYLE 16A $1.30 32a $1.45—$2.75

INGENIOUS GRACEFUL PRINTING IMPLEMENT
Extremely Appropriate for the Modern Publications and Wherever Legibility and Gracefulness are Prime Requisites, Besides also Being Mechanically Perfect

14 Point Size BULFINCH OLDSTYLE 14A $1.55 26a $1.45—$3.00

ORIGINAL UNIQUE THOUGHT HERALD
Remarkable American Printorial Characters
Finest Product of World's Best Typefoundry

18 Point Size BULFINCH OLDSTYLE 10A $1.65 18a $1.60—$3.25

MODERN ENDURING BULFINCH
Designed and Cast American Line

24 Point Size BULFINCH OLDSTYLE 7A $1.80 12a $1.70—$3.50

RENDERING PRODUCED
Legible Distinctive Reading

30 Point Size BULFINCH OLDSTYLE 6A $2.35 10a $2.15—$4.50

GRANDER MARGINS
Large Complete Fonts

36 Point Size BULFINCH OLDSTYLE 5A $2.75 8a $2.25—$5.00

AMERICAN LINE
Rush Composition

42 Point Size BULFINCH OLDSTYLE 4A $3.30 7a $2.95 — $6.25

HARMONIOUS BULFINCH
Business Dividend Increase

48 Point Size BULFINCH OLDSTYLE 4A $3.95 7a $3.55 — $7.50

UNIQUE $609 SIGNED
Bulfinch Oldstyle Series

60 Point Size BULFINCH OLDSTYLE 3A $5.90 5a $4.10 — $10.00

MODERN CREDIT
Latest Plain Design

72 Point Size BULFINCH OLDSTYLE 3A $8.20 4a $4.80 — $13.00

HARD & BOLD
Uniform Original

BULFINCH OLDSTYLE IS DESIGNED, CUT AND CAST AMERICAN LINE. PATENT AND REGISTRATION APPLIED FOR, NINETEEN HUNDRED AND FOUR, BY MANUFACTURERS

AMERICAN TYPE
FOUNDERS COMPANY, U. S. A.

BUSINESS NOTES

This Department is conducted for the benefit of advertisers, and expresses their claims and views

The Star Engravers' Supply Co., of New York, sent by mail to the trade a very handsome calendar for 1905. A copy of this calendar will also be forwarded throughout the year 1905 in every shipment that leaves the factory, whether of "Glossoid" zinc or "Glossoid" copper. At the sides of the calendar are given a list of some of the various articles manufactured by the Star Engravers' Supply Company.

A little "Pocket Reminder," by the Matthews-Northrup Co., Buffalo, N. Y., in the form of a vest-pocket booklet with a memoranda page for each day of the month, preceded by an enumeration of the multitudinous varieties of work done by the office in a year, is an excellent reminder in a double sense and must prove first-class advertising.

The Evening Wisconsin Company of Milwaukee favored this office with a copy of "The Story of the Printing Department" of the Company. The "Story" is neatly told in text and illustration and is in rich paper covers printed in colors. The right kind of a man can always tell something of interest about a good, modern, up-to-date printing office. Some of the facts made prominent in this model booklet are in regard to the leading firms for which the Company does printing. This is doubtless pleasing to the customers. It gives them a little pleasant publicity and it is at the same time the very best kind of advertising for the printing office, as it shows the high character of the work turned out, also serves to illustrate the capacity of the establishment for handling large orders.

There is no other department of the printing business so important as that of estimating cost, ascertaining and knowing what ought to be the total earnings of the business, in order to meet all expenses and to leave a fair margin of profit. In his book, "Fundamental Principles of Ascertaining Cost of Manufacturing," J. Cliff Dando, 31 S. Third St., Philadelphia, has given the underlying principles of these problems of cost and profit. His work is founded on many years of careful study, observation, experimentation, thought, writing and experience. The general approval with which his conclusions have been met can be seen by reading page five of this issue of the NATIONAL PRINTER-JOURNALIST. Here are found testimonials from leading printers in every part of the United States, England and Australia. These opinions give a very good idea of the many truths, views, features and points of practical usefulness presented in the work as they appear, from many different view points, to thinking men, active in the calling, who have met with difficulties that the book solves or helps to solve. To explain why the majority of printing offices do not pay enough to cover depreciation in the plant and bad debts and adequate return in the shape of the proprietor's salary, let alone a profit on the investment, is a great step toward bettering existing conditions. Mr. Dando does this, through estimating mythical or hypothetical profit and loss accounts and then goes further and shows means of increasing future earnings, no matter how good or bad these may be under existing methods. It would be a very poor business man who could not gain ten times ten dollars by the study of this book in a very few months. However, the book is so well fortified, by the flattering opinions to which reference has been made, that it is needless to add more at this time. Read page five and then send in your order for the book. This is the opportune time of the year to make needed changes.

"Mrs. Maybrick's Own Story: My Fifteen Lost Years," has been published by Funk & Wagnalls Company, 44-60 East 23d St., New York, in an attractive souvenir subscription edition. It contains 394 text pages and 15 full page half-tone illustrations, also new photogravure portrait of Mrs. Maybrick. Every copy is signed by Mrs. Maybrick, in ink, by her own hand. The book is bound in dark blue grained linen, stamped in gold, rough edges, gilt top. Price $2.00. Agents wanted.

The Bulfinch type now used for headings by the *Ladies' Home Journal* was designed especially for that publication and made by the American Type Founders' Company. There are thirteen sizes, 6-point to 72-point, in stock at all of the American's houses. The Bulfinch face is delicate, but not weak, and approaches the extended effect just enough to be exceedingly attractive. There are many classes of job printing that call for Bulfinch and it has a pronounced value for weekly and monthly publications in headings and advertisements.

A visit to the Maury Manufacturing Company while in Kansas City showed that concern to be enjoying the prevailing prosperity. They have recently put in a number of their excellent machines in the engraving establishment of the Teachenor-Bartberger Engraving Co., in looking over whose splendidly arranged new establishment we passed a half hour. We found our old engraving friends in a new building on the corner of Central and Seventh streets. The new quarters have been especially designed and constructed for the Teachenor-Bartberger Co., and for excellence of lighting, convenience, system and compactness of arrangement, as well as for the comforts provided for the employees, this establishment stands among the first of the best engraving plants of the country.

The McGinty Gripper that Grips for any job press, advertised in our pages this month, is recommended as a positively simple device—no screws or springs used and no tools needed to put them on or to take them off. It grips the sheet with "fingers" between the lines on one or all four sides. The McGinty File and Feed Gauge Company also manufacture an automatic ink feed and distributor and steel newspaper file and binder. See their advertisement.

"Finger Posts of Color," by the American Type Founders Company, makes a most complete and satisfactory showing of "Wayside Ornaments," and their arrangement and use, as well as of their strong, distinctive "Cheltenham Bold" series of type. Strength and distinctiveness in types and the use of pleasing, attention-commanding ornaments and proper uses of colors combine to make good printing effective.

That Cheltenham must be a remarkable type, printers say, when it crowds the selling record of De Vinne. Well, it's Cheltenham. A type that fits well and looks well for a nice little booklet, for general job printing, or for newspaper ads. And now there is Cheltenham Italic.

We again call attention to the announcement by the Star Engravers' Supply Co., of New York, as to the quality of the polished zinc and copper plate sold under their trade mark, registered brand "Glossoid." We are assured that etchers can obtain superior illustrations by using this metal, not only because it is ground and polished with a great deal of care, but also on account of the absence of imperfections on the surface.

The Keystone Type Foundry, of Philadelphia and New York, shows on a two-page insert of this issue, their latest Universal Line, Point Set Type Face. It is the Standard Gothic Series made in sixteen sizes from five to seventy-two point inclusive, and is one of those types that adapts itself to the wants of either the general job office or the newspaper office. It is handsomely designed and accurately cut in all sizes, and should be in the cases of every printing office.

The Hamilton Manufacturing Company, manufacturers of wood type and printers' wood goods, have moved their Eastern warehouse and office from Middletown, N. Y., to Rahway, N. J., for the more convenient handling of goods and the better accommodation of the Eastern trade. They have erected a commodious building and fitted the same up especially for the handling of their goods. The new establishment fitted up in first-class shape to meet all demands, will be under the direction of Mr. Walter Clark, who was in charge of the office at Middletown, and had, for many years previous to that, been in charge of the Chicago office. He is thoroughly conversant with every branch of the business and with the wants of customers.

Cheltenham is another entry into the class of world-winning types. Sounds big, we know, but there are carefully-kept casting and selling records to prove Cheltenham a world-winner. Now there is Cheltenham Italic—two mighty type successes.

Now that Linotypes have been in the Government Printing Office some three months and every member of Congress has had, since the beginning of the present Session, a copy of the Congressional Record printed from Linotype slugs on his desk each morning, the novelty of composing machines in the world's greatest print shop has somewhat worn away, and we are sufficiently far from the change to get the full perspective.

This brings into view a point we are all prone to forget—the building of forty-six Double Magazine Machines within a specified time, and the endless mass of details connected with it.

New faces to be cut, thousands of accents and special characters, sorts running into hundreds of thousands, and mold liners for special measures in nearly every body the machine will handle; and yet, in addition to filling regular orders amounting to seventy-five or eighty a month, the entire forty-six machines were erected in Washington in perfect running order, and turning out actual Government work, within about sixty days after receiving details.

The Linotype Company has a shop to be proud of. In fact, one that the whole country is proud of.

Cheltenham isn't hard to get. But it's hard to beat. There are 24 of the American's houses, also several agencies, that sell Cheltenham. And there are many times 24 classes of work that printers can employ Cheltenham for and profit by it.

The Sanders Engraving Company, who maintained a most complete and attractive exhibit throughout the Fair, was awarded, by the International Jury of Awards of the Louisiana Purchase Exposition, a medal for excellence in making of halftones, and the highest and only award given to any American engraving firm. This company also secured and executed the contract for making all the engravings and electrotypes for the Exposition. It was one of the largest orders ever placed, there being 20,000 engravings and 42,000 electrotypes.

OVER A MILLION OF MONBY IN MONOTYPES.

The insert of the Wood & Nathan Company that appears among our advertising pages strikingly exemplifies what intelligently prepared and mechanically perfect trade-paper advertisements can do when backed up by a machine so meritorious as the Monotype. It is a wonderful showing, considering the short time the selling agency for the Monotype has been in their hands, and no firm less aggressive and less able to advance arguments carrying conviction with them as to why the Monotype will do all they claim for it, could have made such a record.

We congratulate the Wood & Nathan Company on the showing made and in the sound judgment shown by their method of advertising. We know of nothing in the history of the printing trade showing so great a success in so short a time. Nevertheless, it is our conviction that the Wood & Nathan Company will make a record that will far eclipse the present one in future periods of similar length.

A NEW SELF-FEEDING PRESS.

While in New York recently the editor was shown a platen press in operation in one of the larger plants that was not only entirely new, but that bids fair to revolutionize the method of printing small work whether the run is long or short. Doubtless a full description will soon be published by the selling agents, the Wood & Nathan Co., of New York, though a number of the machines have been placed with leading printers very quietly. We are violating no confidence in mentioning a few details of the new press, and presume a few words on the subject will be of interest. The press automatically feeds and delivers single sheets of any stock from French folio to 120 cardboard, and handles any size up to 12x18 inches at a speed of about 3,500 impressions per hour. We were assured that on some work the press could run at the rate of 4,000 per hour without difficulty, and this we can readily believe, as it was handling a sheet of enameled cardboard about 9x11 inches in size, on which was being printed a four-color half-tone job at the rate of over 3,000 impressions an hour when we saw it. The work was perfection itself, as the register was exact.

From our examination we could find nothing to criticise in this extraordinary machine. It is much heavier and stronger than the ordinary platen of the same size, and is remarkable for its simplicity. While running, the platen press does not move. A feature of great importance is that there can be no wear that will affect the impression. Several of the largest New York offices have already placed orders for the new press, and we are confident that its use by printers generally is only a matter of bringing it to their attention.

Cheltenham has printing merit and pleasing merit—something that first helps the printer, then helps the buyer of printing. Those points of merit have made Cheltenham the type leader of today. Another help for good printing is the new Cheltenham Italic.

WORDS THAT GIVE PLEASURE TO THE EDITOR.

CHESTER, NEB., Dec. 19, 1904.

The National Printer-Journalist:

GENTLEMEN:—I certainly appreciate the effort you have put forth to advance the education of the editor. Let me first say that I have been a reader of your valuable magazine for a number of years and appreciate it highly as a printer's journal. It seems to me that almost every person could receive some good therefrom, whether they are newspaper men or not, and the office that is without it is missing a mighty good thing. It is an educator on the more refined lines of modern typography or printer's art, and I feel to congratulate you and yours on the success the JOURNALIST has thus far attained. I appreciate the advice you have expressed in the article selected from the thought of mine, and permit me to say that, while I have to work almost night and day to keep even, yet I count it not drudgery, but a labor of love to which I am bound by more than ordinary ties. If I live until next year it will be my fortieth year since I learned the first lesson in the art preservative. I will then be in my forty-eighth year, and in my eighth year I learned the case on the *Youth's Companion.* I love the work more and more each year, and while each year seems harder in the way, yet I have no desire but to die in the harness.

A country editor is as free as the air. He has many privileges and advantages which the city man has not, and which are too many to enumerate. He is called to mingle with all classes and branches of the business, while the city man only sees to one of them. We are a pleasant class of people and have our own way in almost everything. And then I rejoice that I am what I am, and that I am only a country printer.

I have a family of five children and they are all well and hearty.

I thank you for your kind words and thoughts and wish you a vast amount of this world's goods in every way.

With very best regards, I beg to remain

Your very obedient servant, HENRY ALLEN BRAINERD.

SCHOOL OF JOURNALISM TO BE WELCOMED.

(From the Springfield, Mass., *Republican*, Dec. 20, 1904.)

The University of Kansas, at Lawrence, has its school of journalism, and in a lecture before it yesterday B. B. Herbert, editor of the Chicago PRINTER-JOURNALIST, included the *Republican* among the ten journals which appeal to him as offering the best newspaper models. While it must continue to be true that Nature will have a large hand in making successful newspaper men, it is also to be conceded that schools of journalism can do much toward adding to the equipment and giving intelligent direction to the efforts of students looking toward this line of work. In the cultivation of self-respect, a proper professional pride, and breadth of preparation, these schools are to be welcomed.

CIRCUS POSTERS DOOMED.

The decision of the great traveling shows to discontinue the lavish use of flaming posters, robs the gullable youth and his elders, too, of the rapture and fascination of gazing upon the great aerial acrobatic feats; of enjoying the amazement which accompanies the representations of the gilded maidens fondly caressing the wild beasts of the jungle; of the sculptured clowns in their new and original pranks.

The circuses have come to realize more fully the greater advantage of judicious newspaper advertising and in the future will devote their publicity to the most profitable channel. The great traveling shows probably spend more money proportionately in advertising than any other line of business enterprise. They employ publicity experts and they follow certain systems to test the efficiency of the various methods of advertising. The result of years of experience and investigation has convinced the circus magnates that posters are not essential to the success of the shows while newspaper advertisements are sure to draw crowds to the tented cities.

Newspaper advertising is indispensable to success in all lines of business.—The Daily Union, Schenectady, N. Y.

The Merry Christmas issue of the Elgin, Ill., *News,* gave for its first page a bird's-eye view of that lovely city and illustrations of "New Factories of the Elgin National Watch Company, of the "Fail Borden Public Library" and "Elgin's Classic Postoffice Building," all in photo brown, surrounded by a border of holly branches and berries in green. The effect was very pleasing. The *News* is in its thirty-second year and fully up to its age. This number contained forty-four pages and described, briefly but entertainingly, Elgin's numerous industries that have a world-wide fame and are very interesting in themselves—especially so, to printers and publishers, is the great plant of the Cook Publishing Company that shows what can be accomplished, even in a medium-sized city, by choosing one line of publications and then concentrating with steady persistence all possible energy in their development. The opportunities have not been by any means exhausted. It is wise for every printing office to have some line in which it is a manufacturer, or publisher of a specialty. In this way an independence is secured that cannot be had when depending entirely on work for others or on commercial work so-called. Elgin is famed for a multitude of manufacturing establishments: The National Watch Company, "Borden's Condensed Milk Company," Elgin Butter Tub Company," "Star Watch Case Company," "D.C. Cook Publishing Company," "Seybod-Reed Pipe Organ Company," "Brethren Publishing House," "Illinoian Watch Case Company," Metal Works, Shirt Factory, "American Tower and Tank Company," "Silver Plate Company," "Wind, Power and Pump Company," and so on. Every printing office and especially every newspaper should be a promoter of local industries. It is wise for a newspaper publisher to be constantly on the lookout for industries that may be profitably developed in his own community. Such promotion is not only a public service but helps the growth of the newspaper and printing office. Many cities grow just because of a wideawake press. Public improvements are not second in importance to local industries and the Elgin *News* rightly devotes one section of its issue, largely, to a most handsomely-illustrated article on Elgin's beautiful parks.

One page is given to "Prize Christmas Stories" by Elgin boys and girls, written for this issue. Four prizes were given and the products of these youthful writers show that they deserved the liberal prizes awarded. Of course "Buildings Erected During the Year" and all other matters of progress come in for proper space. Nothing is neglected in the lines of Christmas matter, stories and carols, local and general news and miscellany. The liberal advertising, covering page after page, speaks volumes for the enterprise, wisdom and public spirit of Elgin's business men and manufacturers and for the deserved popularity and the established value of the *News* as an advertising medium.

Cheltenham was found in 17 of the big magazines for November, also in the *Ladies' Home Journal* and the *Saturday Evening Post.*

Among the Associations

"In Unity is Strength"

PROGRAM N. E. A. EXECUTIVE COMMITTEE MEETING.

JOHNSTOWN, OHIO, Dec. 30, 1904.

B. B. Herbert, Editor National Printer-Journalist, Chicago, Ill.

DEAR SIR AND BROTHER:—The meeting of the Executive Committee of the National Editorial Association has been arranged for Tuesday and Wednesday, Feb. 7-8, 1905, at Indianapolis, Ind. President Screws is particularly anxious that this meeting may be largely attended and our good "Hoosier" friends have certainly done their part to make the meeting exceptionally inviting. Fully ninety per cent of the replies to my circular of November 17th were favorable to Indianapolis and a two-days' session. Therefore, my Brother, we hope that you will make arrangements to spend the full two days and not attempt to get the next train home. It is only justice and courtesy to the Indianapolis Committee that you do the Casabianaca act.

The program and itinerary is, to-wit:

FEBRUARY 7.

9 a. m.—Social Meeting with Address of Welcome from the Mayor.

10 a. m.—Trolly ride over the City of Indianapolis, arriving at the State House at 11:30, where the Governor will receive the Committee.

12 m.—Lunch.

1 p. m.—Business Meeting of the N. E. A.

5:30 p. m.—Dinner.

8 p. m.—Theater Party.

FEBRUARY 8.

7:30 a. m.—Leave Terminal Depot, arrive at the Soldiers' Home, 10:45 a. m. Address of Welcome by Maj. G. W. Steele, Governor of Home. Reception and Band Concert; leave Soldiers' Home, 11:45 a. m., arrive at Marion at 12 m., where will be held a reception, smoker and lunch by the Marion Commercial Club; leave Marion 1:30 p. m., arrive at Anderson 3:30 p. m., reception by Mayor, Commercial Club and other citizens of Anderson. Smoker and refreshments; leave Anderson at 5 p. m., arrive at Muncie, 6 p. m. Reception and banquet by the Commercial Club of Muncie; leave Muncie 7:30 p. m., arrive in Indianapolis at 10 p. m., where all those wanting to make trains east and west will have from one to two hours to make their connections.

Committeemen from the South and Southwest who desire to use the Vandalia Ry. from St. Louis to Indianapolis will apply direct to J. M. Chesbrough, Asst. G. P. A., St. Louis, Mo., who under date of December 3d, wrote: "I will say in connection with your direct application for transportation to Indianapolis and return for members of your Committee, we will be glad to have them write us direct, giving information relative to their paper, also stating the fact that they are of the Executive Committee, and have been referred to this office by yourself. I hope to be able to give them replies which will be satisfactory."

You are expected to procure your own transportation to and from St. Louis. Your Delegate's Certificate is herewith enclosed. Should you need another, apply to me and it will come by next mail. I have made arrangements with the Pullman Co. for a return pass, but in order to secure this you must not fail to take a receipt for your money. Surely no Committeeman will dig up a Berth Check or report that he forgot to take a receipt. Remember the RECEIPT and nothing else will get a pass home.

The Headquarters will be at the Grand Hotel, where a $2 rate has been made.

Since this meeting combines business with pleasure, I would suggest that the Delegates bring with them their wives and daughters. This program is not intended to be a "Stag" affair, so bring along the ladies. They always look good.

I hope that this meeting will be largely attended and feel secure in saying it will be both profitable and pleasurable.

Wishing you a Prosperous and Happy New Year, I am,

Very respectfully,

WILLIAM A. ASHBROOK, Cor. Secy. N. E. A.

The Kansas State Editorial Association will hold its annual meeting on January 16th and 17th at Topeka. E. W. Howe, of the Atchison *Globe;* Capt. Henry King, of the St. Louis *Globe-Democrat;* Walter Williams and T. B. Murdock, have been invited to address the meeting.

The Press League of Bucks and Montgomery counties, in Pennsylvania will hold its annual meeting on January 21st at Bristol. Assemblyman-elect Joseph Thomas, of the Bristol *Gazette,* was present at a meeting of the executive committee last week at Pottstown and tendered the freedom of the town of Bristol to the editors.

Introductory steps were taken at a meeting of newspaper men in East St. Louis, Dec. 17th, for the formation of a County Press Association for St. Clair County, Illinois.

Addresses were made by Mayor F. J. Kern, of the Belleville *News-Democrat;* editor Jones, of the Lebanon *Journal;* editor Hickman, of the Freeburg *Tribune;* Ben. Galbraith, of the St. Louis *Star;* C. B. Carroll, of the St. Louis *Globe-Democrat;* M. L. Munie, of the Belleville *Morning Record;* C. B. Franke, of the St. Louis *Republic,* and Curt H. G. Heinfelden, of the Harvard *Crimson.*

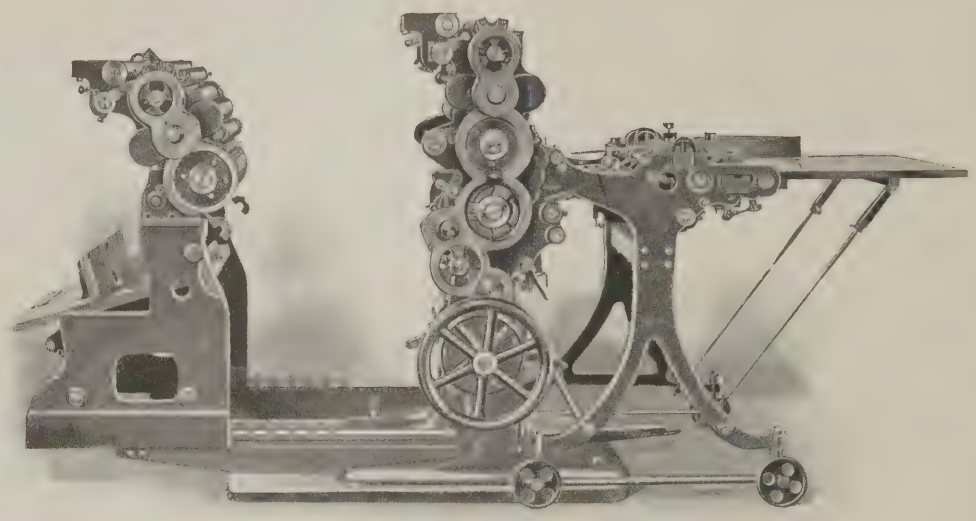
On motion Chairman Jordan named a committee of three to act with the chairman and secretary to draft a constitution and by-laws and to take all steps necessary to making the organization permanent.

Saturday, January 7, 1905, was selected as the next meeting date and the writers will gather in East St. Louis on that date, enjoy a second banquet and form the permanent organization, adopt a constitution and by-laws and elect officers, etc.

The editor wishes to acknowledge the many highly appreciated holiday greetings sent by kind friends to himself and wife. Time does not afford opportunity for direct reply so this method is taken to return thanks to all members of the NATIONAL PRINTER-JOURNALIST family and to wish many happy returns and all possible happiness to each.

(*See Editorial Page 43.*)

THE HARRIS PULL BACK



¶ This is one of the most popular of our twenty-seven varieties. It is the Two-color fifteen by eighteen press, opened up for makeready. It is easy to get at. ¶ Like all the other varieties, the Pull Back is good for five thousand or more well printed sheets per hour, and this press will do them in one or two colors. ¶ We make the Little Wonder Card and Envelope Press in two-color form now, *and with Automatic Sheet Feed if desired.* ¶ There are two classes of Printers—Harris Press Printers and the Others. Watch the others change classes.

Address Cooper Printing and Engraving Co., 61 Plymouth Court, Chicago, Ill. for information regarding School of Instruction for Harris Pressmen.

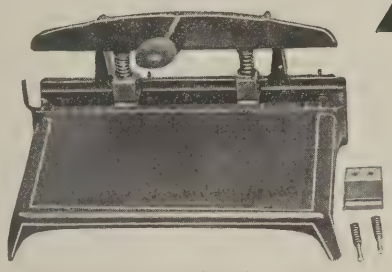
The Harris Automatic Press Company, *Niles, Ohio*

New York: 26 Cortlandt St., Havemeyer Building *Chicago:* 295 Dearborn St., Old Colony Building

For machines in other countries than the United States and Canada, address the

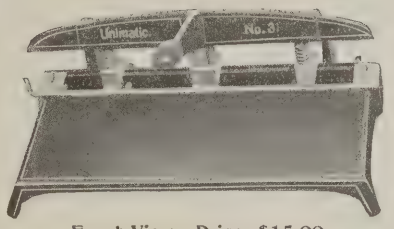
ANGLO-AMERICAN INVENTIONS SYNDICATE, Ltd., 43 and 43 A Fetter Lane, E. C., London, England

Modern Paper Punching Machines



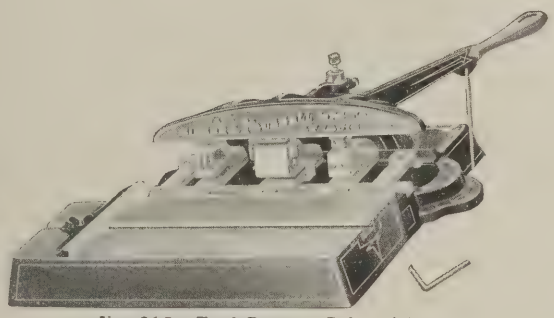
Front View. Price, $7.50

Adjustable and Interchangeable Punch Heads



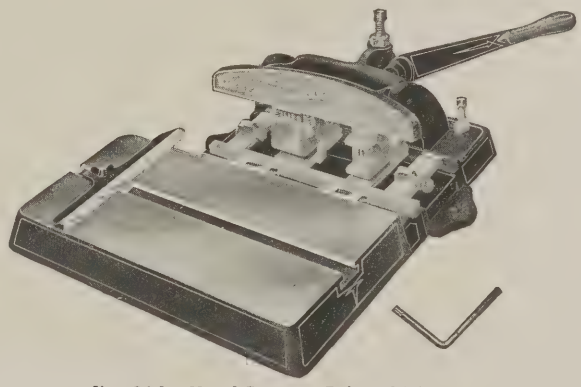
Front View. Price, $15.00

The Multiplex Punch Press
(Trussell Patent, Sept. 23, 1902)



No. 216. Foot Power. Price, $50.00

The Multiplex Punch Press
(Trussell Patent, Sept. 23, 1902)



No. 214. Hand Power. Price, $35.00

The Multiplex Punch Press
(Trussell Patent, Sept. 23, 1902)

No. 216. Mounted on Table. Price, $75.00

For Punching Holes for all kinds of Loose Leaf Files, Binders, Ledgers, Price Books and Card Indexes

All Printers' Supply Dealers have them

SEND FOR NEW CATALOGUE.

Sieber & Trussell
Manufacturing Company

ST. LOUIS AND NEW YORK

Wants and For Sale

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office no later than the 20th of the month preceding date of publication. Cash must accompany order.

SITUATIONS WANTED

SITUATION WANTED by reliable and thoroughly efficient pressman, as foreman of pressroom. Has had wide experience and is recommended by the publisher of this Journal. Address, "Pressman" the National Printer-Journalist.

WANTED—PRINTING MATERIAL

WANTED — Second-hand Duplex Press, also Double-Magazine Linotype. Quote best cash prices to "Secondhand," care National Printer-Journalist.

FOR SALE—PRINTING MATERIAL

FOR SALE—**SIMPLEX** 30-em adjustable typesetting machine with about 800 pounds 8-point type. Cost, including type, over $2000; price $1350 net, F.O.B. Minneapolis. Perfect condition, used three years. Also 100 pounds 10-point Clarendon and 50 pounds Month Logotypes suitable for mail list. Good as new; half has never been inked. Price 20 cents a pound. F.O.B. Cash with order. P. V. COLLINS PUB. CO., Minneapolis, Minn.

A live, up-to-date, weekly paper, in good town and section of the south, fine climate, healthy, doing a good business and having an all-cash subscription list, is offered for $600 if taken at once. Plant good as new and cost $1000. Bad health. Address "Quick," care of National Printer-Journalist, Chicago.

FOR SALE — Very low price — One 44 x 60 Potter four roller, four track, square frame, two-revolution press, complete. Also one 43 x 56 Cottrell, four roller, four track, square frame, two-revolution press. Address, "Phil," care National Printer-Journalist.

FOR SALE — For account of storage warehouse — One Potter Printing Press, size 43 x 56, four rollers, guaranteed complete, and at very low price. Address, "Storage," care National Printer-Journalist.

FOR SALE—Fine Southern California daily property; good money maker. Will require $20,000 to $25,000 to handle, cash or good paper. Address "Opportunity," care National Printer-Journalist.

FOR SALE — To close up estate — One Cottrell, 43 x 56, two-revolution printing press. One Campbell Pony, 23 x 28. Address "Attorney," 1417 Commonwealth Bldg., Philadelphia, Pa.

IDEAS FOR SALE — Editorials written for busy publishers. Exclusive service given. All business confidential. HENRY R. COBB, Park Rapids, Minn.

FOR SALE — 8 and 11 point Modern Roman Newspaper Type, new, at 25 cents per lb. EMPIRE TYPE FOUNDRY, DELEVAN, N. Y.

MISCELLANEOUS

A COLD SIMPLEX STEREOTYPING OUTFIT, $17.00 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings fmade on cardboard. New stereo half-tone engraving method, no photo work, sor $1. Come and see me if you can; if not, send postage for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

THE VAN BIBBER ROLLER CO., Sixth and Vine Sts., Cincinnati, will give you *the best rollers* that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in presswork than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

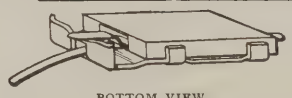
ANYBODY CAN MAKE CUTS with my simple transferring and etching process. Nice cuts, from prints, drawings or photos, are easily and quickly made by the unskilled on common sheet zinc. Price of process, $1. All material costs, at any drug store, about 75 cents. Circulars and pecimens for stamp. THOS. DAY, Box P, Windfall, Ind.

EMBOSSING AND STATIONERY DIES, SEALS, SMALL STEEL AND BRASS STAMPS. JOHN KIOLA, 155 Madison Street, Room 59, CHICAGO, ILL.
Correspondence regarding Sketches, Prices and Particulars, invited.

GLUED to the Tympan

Infinitesimal adjustment at any time by a simple touch

IMPROVED PERFECT REGISTER GAUGE



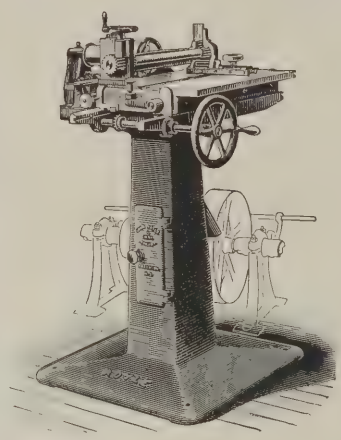
BOTTOM VIEW.

Clip dispensed with and sliding gauge made of steel.

$1.25 per set of three, including one dozen extra tongues
ART PRINTERS INSIST ON THESE

All Type Founders ✱ Made by Inventor

EDW. L. MEGILL, 60 Duane Street, NEW YORK



Success in Photo-Engraving

From the artistic as well as remunerative viewpoint, is assured by the use of Royle Bevelers. An investment in a Royle machine always pays.

JOHN ROYLE & SONS
Paterson, New Jersey
U. S. A.

ST. LOUIS PHOTO ENGRAVING CO.
DESIGNERS AND PROCESS ENGRAVERS
HALF TONE AND ZINC ETCHING
N.E. COR. 4TH & PINE STS.
SEND FOR SAMPLES.
ST. LOUIS, MO.

CHAS. HELLMUTH
Manufacturing Agent for the United States

KAST & EHINGER
MANUFACTURERS OF
PRINTING INKS
OF EVERY DESCRIPTION
Three-Color Process and Proving Inks a Specialty
Importers of Bronze Powders and Lithographic Supplies

Office and Factory: 46-48 E. Houston Street, New York
Chicago Office and Factory: Wells Bldg., 357 S. Clark St.

National Printer-Journalist Directory

of Reliable Houses in Ink, Paper, Type, Printing Machinery and Supplies, and Related Lines

RATE: One line one year, $3.00; each additional line, $2.00; twenty-five cents a line single insertion

Bookbinders' Leather and Cloth.

GARNAR, THOMAS & Co., Manufacturers, 181 William St. and 22 Spruce St., New York.

Chalk Engravtng Plates.

HOKE ENGRAVING PLATE CO., 304 North Third St., St. Louis, Mo.

Electrotypers.

BLOMGREN BROS. & Co., 175 Monroe St., Chicago. Electrotypers and Photo and Wood Engravers.

BRIGHT'S "OLD RELIABLE" ST. LOUIS ELECTROTYPE FOUNDRY, 211 North Third St., St. Louis, Mo. Work in all branches.

Folding Machinery.

DEXTER FOLDER CO., 127 Duane St., New York; 315 Dearborn St., Chicago; 149 Congress St., Boston. Factory, Pearl River, N. Y.

Ink Manufacturers.

THE QUEEN CITY PRTG. INK CO., Cincinnati, Chicago, Boston, Phila.

Motors for Printing Machinery.

JENNEY ELEC. MFG. CO., Indianapolis, Ind. Motor Specialists for printers and engravers.

Numbering Machines.

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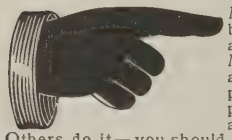
WETTER Type-High Numbering Machine



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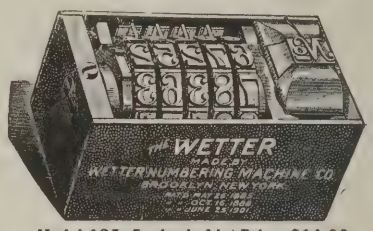

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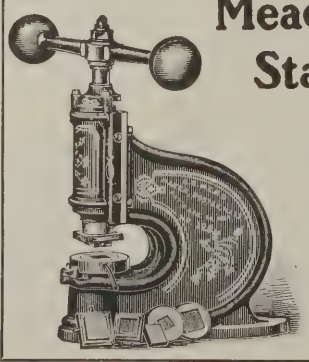

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FEBRUARY NUMBER

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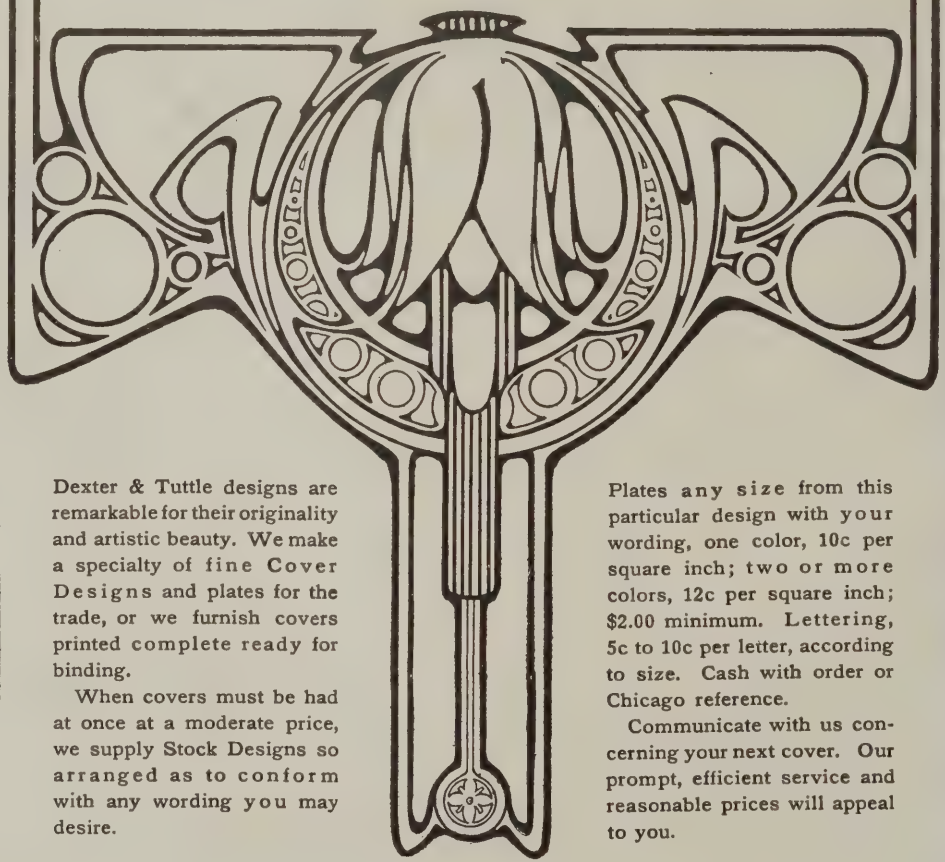

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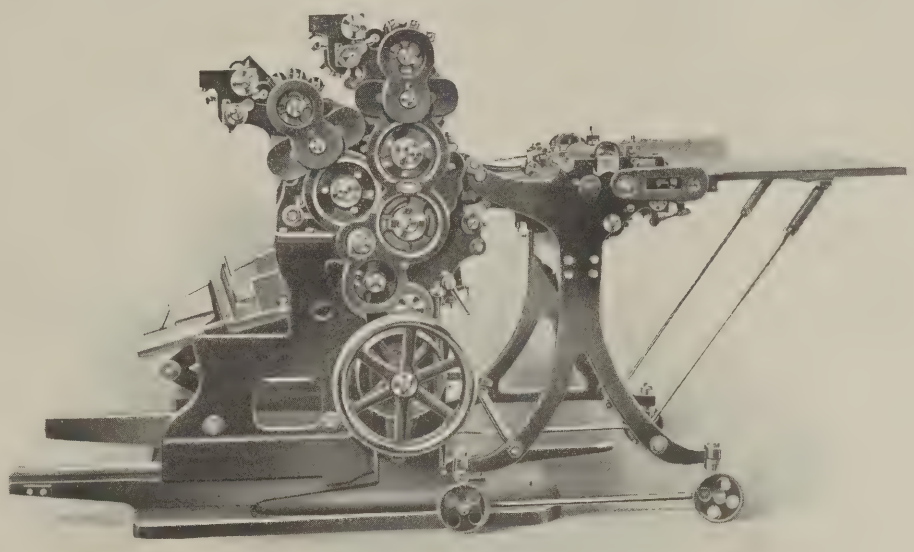

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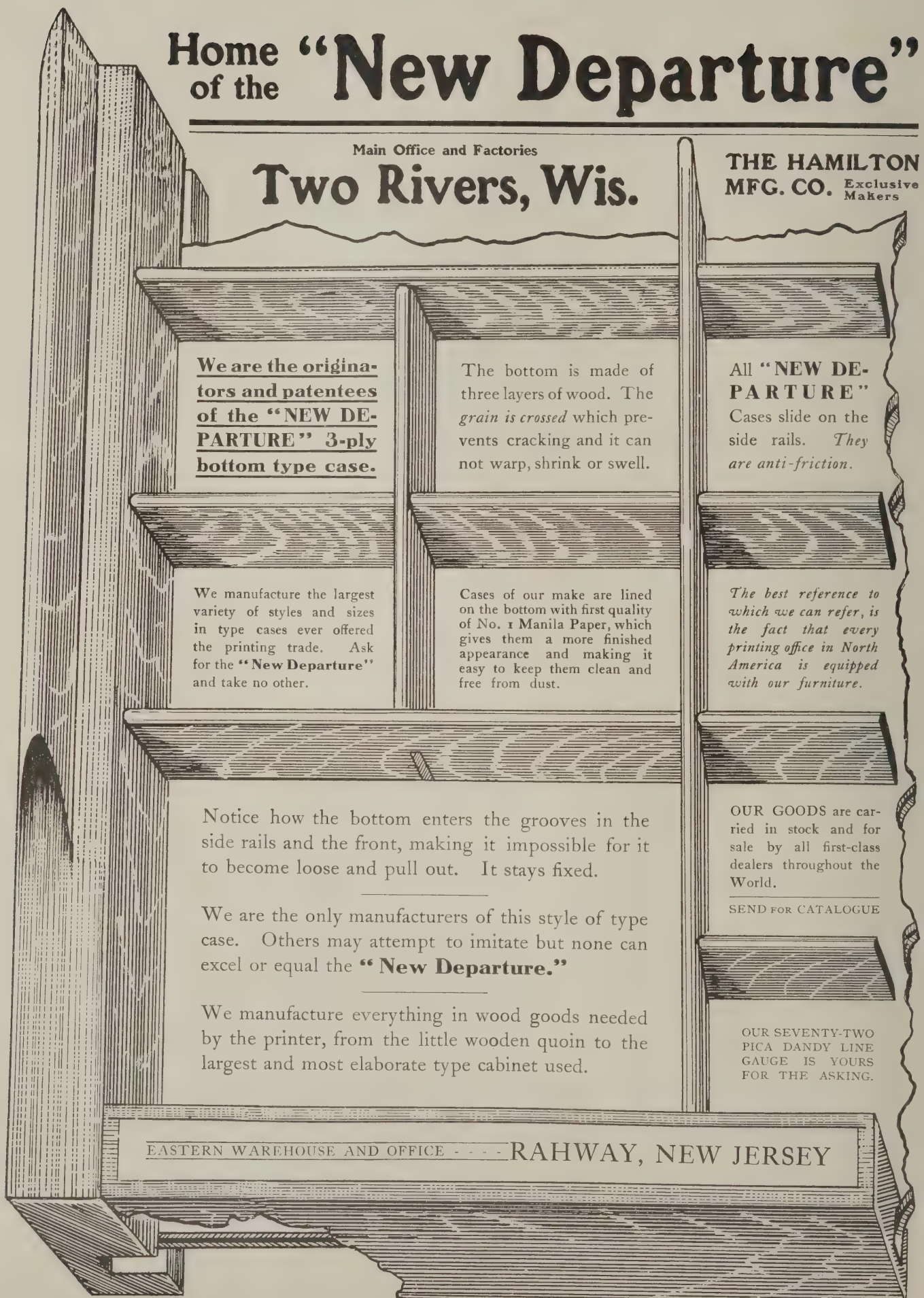

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Place the block or plate on the lower left-hand corner of the Scale, follow the curved line above the upper right-hand corner of the block to the columns of figures. On long narrow plates, not indicated on the Scale, the price is determined by the curved line directly above the extreme length of the cut. In estimating the cost of half-tones, add ¼ inch to the length and width for bevel.

HALF-TONE—From Photographs or Wash Drawings furnished. (without alteration or extra work on copy or plate)

square finish, mounted on wood, charged as per first and largest figures on Scale; larger than 8x10, 15c. per sq. in.

Half-Tones, finer than 150 line screen, 25% extra.
Duplicate Half-Tones from original negatives, 25% less.
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Extra proofs and proofs in colors, 60c. per hour.

ZINC ETCHING—From Black and White Line Drawings or Prints furnished.

(without alteration to copy or plate) mounted on wood, charged as per second figures on Scale; larger than Scale, 5c. per sq. in.

When a number of plates, under minimum size, are reproduced at one operation, the Scale price rules for the plate as etched, with an extra charge of 10c. each for blocking; minimum charge, 25c.

Reproductions from lithograph copy, script and penmanship, and etchings of color plates to register, 50% extra.

Reproductions of book, catalogue or music pages, over 50 plates, 10% less; over 100 plates, 15% less; over 200 plates, 20% less than Scale price.

Metal Base Cored, for either zinc or half-tone, 4c. per square in. extra; minimum, 25c.

Unmounted Plates, ½c. per sq. in. less than Scale.

ELECTROTYPING—From Cuts or Forms furnished.

mounted on wood, charged as per third and smallest figures on Scale; larger than Scale, 2c. per sq. in.

Electrotypes from Half-Tones, 25% extra. Nickel-types, 50% extra.

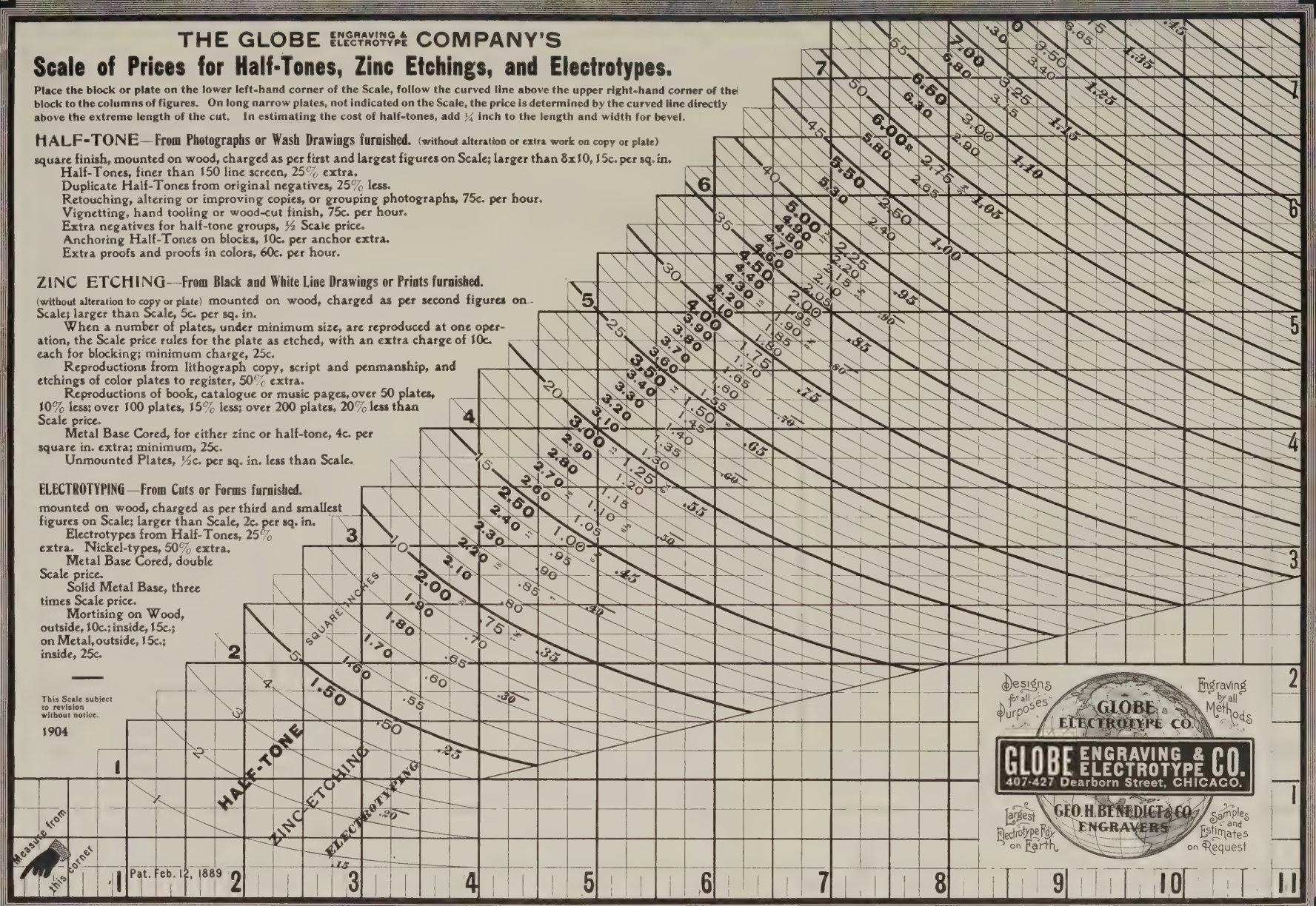
Metal Base Cored, double Scale price.

Solid Metal Base, three times Scale price.

Mortising on Wood, outside, 10c.; inside, 15c.; on Metal, outside, 15c.; inside, 25c.

This Scale subject to revision without notice.

1904



ABOUT CUTS.

Our experience has proven that the more intimate knowledge the person ordering has of the use of engravings, the kind of copy necessary, and how to order, the less trouble is likely to arise in satisfying him; for that reason, and to avoid misunderstandings, we submit the following information as worthy of careful consideration.

When sending photographs by mail, care should be taken to pack them so that they will not be crushed. Creases are difficult to repair and are liable to cause defects in the plate.

It is important to remember that when a picture is reduced or enlarged the relative proportions cannot be changed, therefore be sure to indicate the exact size the cut is to be in inches, height or width, and not "one-half" or "one-fourth" of copy.

Always send your firm name and full address. Mark every piece of copy so as to identify it with the letter of instructions, and say if you want copy returned.

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Since the Half-tone Process is a method of producing printing plates direct from photographs without the aid of the artist or engraver, it is important to remember that it is impossible to make a good halftone from a bad copy. For this reason care must be taken in selecting photographs. The "Aristo" and "Brilliant" albumen prints are best; they should be toned to a neutral tint, mounted and burnished, sharp in detail and larger than the proposed engraving, or the same size. Negatives and tintypes should never be offered as copy.

The cost of halftones varies with the conditions and depends upon the copy furnished, as well as what is expected of us. It is seldom that a photograph cannot be improved—there is usually a necessity to strengthen outlines or shadows and retouch highlights, to create a greater contrast between the different parts of the picture. Where extra work is necessary it is impossible to determine the cost of same without having the copy for inspection.

The cost of groups depends on the copy furnished; if the photographs can be put together and the negative made at one operation, the Scale price prevails, but if the copy is in separate photographs, varying in size and color, extra negatives will be necessary, for which there will be an extra charge, and if an ornamental background is required there will be a charge for the drawing.

ZINC-ETCHING.

Direct reproductions by Zinc-Etching can only be made from prints or other copy that is in clear black lines or dots on clean white paper. Halftone prints, flat tints or pictures with blurred shadows cannot be reproduced. Coarse prints can be reduced, while fine engravings can be enlarged to advantage, as the enlargement tends to make the lines more open and suitable for letter-press printing.

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For designs, pen-drawings and wood, metal or wax engravings, the cost varies in proportion to the fineness of the work and the amount of detail in the drawing or plate. No general prices can be given; each subject requiring a special estimate, the copy should always be sent with the inquiry for prices.

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Our Photo Engravings are made from pen drawings by our own artists. It must be understood that Photo Engravings cannot be made from photographs without first making pen drawings, and as it is impossible to make a good cut from a bad copy, the photographs should be as perfect as possible, and contain everything to be shown in the engraving. In making the drawing objects that disfigure the picture may be omitted, but it is difficult to add anything not shown. Photographs should be larger than the proposed engraving, or of the same size. Large engravings from small photographs do not show details to advantage.

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While it is possible to turn out a finished plate in a few hours, the great variety of work constantly on hand, and obligations to other customers, prevent our guaranteeing to fill an order for a single plate from suitable copy in less than two days, and from three to six days if the subject is to be redrawn.

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Our Scale of prices is the most complete, comprehensive and consistent ever issued for our line of work. With it on your desk the necessity for correspondence on reproduction work is entirely eliminated.

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The nature of our business is such that the greater portion of the expense of production is for labor, which must be paid for every week. In accepting accounts of companies, firms or individuals satisfactorily rated by the mercantile agencies we expect payment during the month following delivery. We do not care for business on any other terms and persons unknown to us will save time and charges for return of money by remitting the full amount. We do not accept C. O. D. orders unless a remittance by draft or money order for one-half accompanies the order as a guarantee of good faith.

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NEW YORK - CHICAGO

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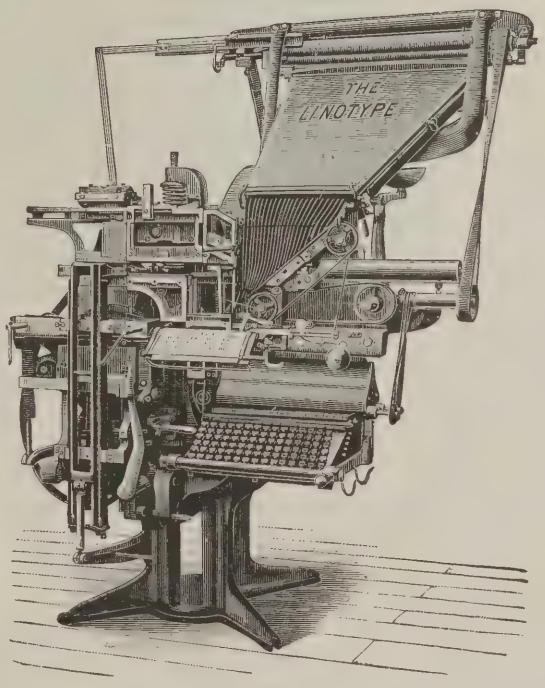
in Orders for this

Unrivaled Machine



10,000 Linotypes in Daily Use.

To-day 75 per cent of all Book Composition is done by this economical and popular method

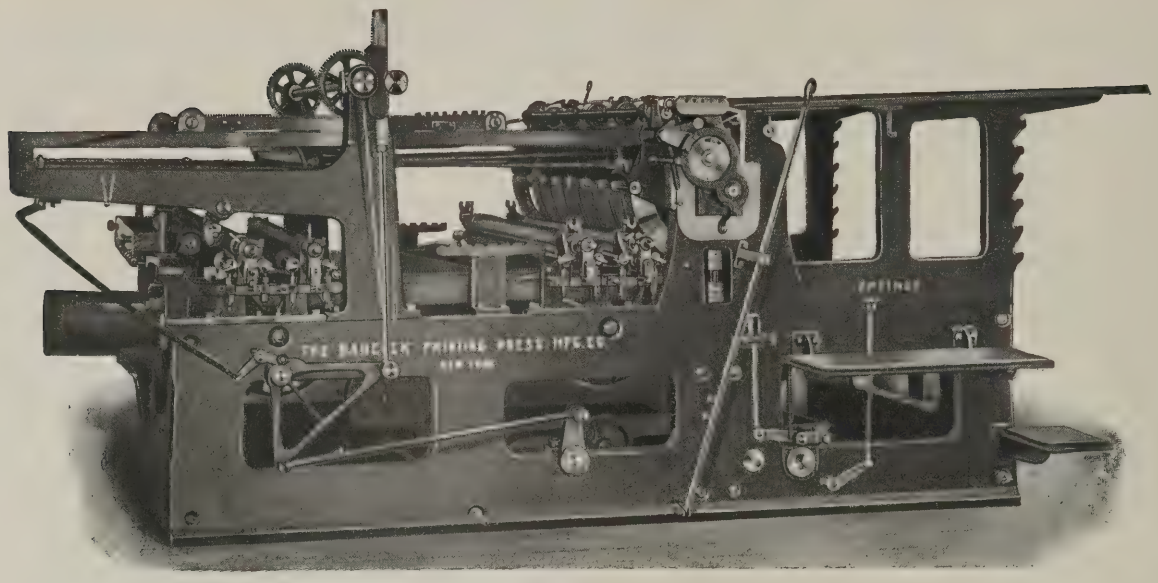
OUR TERMS: Either Sale or Lease

If Leased, the Publisher has the Privilege of returning the Machine at the end of the first year at our expense, if it proves unsatisfactory or unprofitable.

ADDRESS

MERGENTHALER LINOTYPE COMPANY

NEW YORK CHICAGO NEW ORLEANS SAN FRANCISCO



THE HEAVIEST, SIMPLEST, MOST COMPACT AND HANDSOMEST TWO-REVOLUTION. COMPARE THIS ILLUSTRATION WITH THAT OF ANY OTHER.

THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT
New York Office, 38 Park Row. John Haddon & Co., Agents, London. Miller & Richard, Canadian Agents, Toronto, Ontario

BARNHART BROS. & SPINDLER, WESTERN AGENTS, 183-187 MONROE STREET, CHICAGO
Great Western Type Foundry, Kansas City; Great Western Type Foundry, Omaha: Minnesota Type Foundry Co., St. Paul; St. Louis Printers Supply Co., St. Louis; Southern Printers Supply Co., Washington; A. G. Elliot Paper Company, Dallas; E. C. Palmer & Co., Ltd., New Orleans; Fundicion Mexicana de Tipos, City of Mexico. On the Pacific Coast—The Southwest Printers Supply, Los Angeles; Pacific Printers Supply House, Seattle; Pacific States Type Foundry, San Francisco.

THERE has not been an Optimus out of register between bed and cylinder in ten years, or since the adoption of our Optimus bed motion; nor has this movement, the most vital of a press, cost anyone one cent. It is mechanically perfect and extremely simple.

Others in ten years have repeatedly changed their movements. Some motions, greatly boasted a year or so ago, are now entirely abandoned; while today the most vaunted are not as they were some months since, and the new are experimental.

OPTIMUS
OPTIMUS

It has not been necessary to change the Optimus driving motion. No user has found fault with it. No other is as simple; everything else is more complex. It gives easily the press of highest speed, greatest steadiness and smoothness in operation, absolute register and greatest rigidity. No other press is as strong; no other as well constructed and finished.

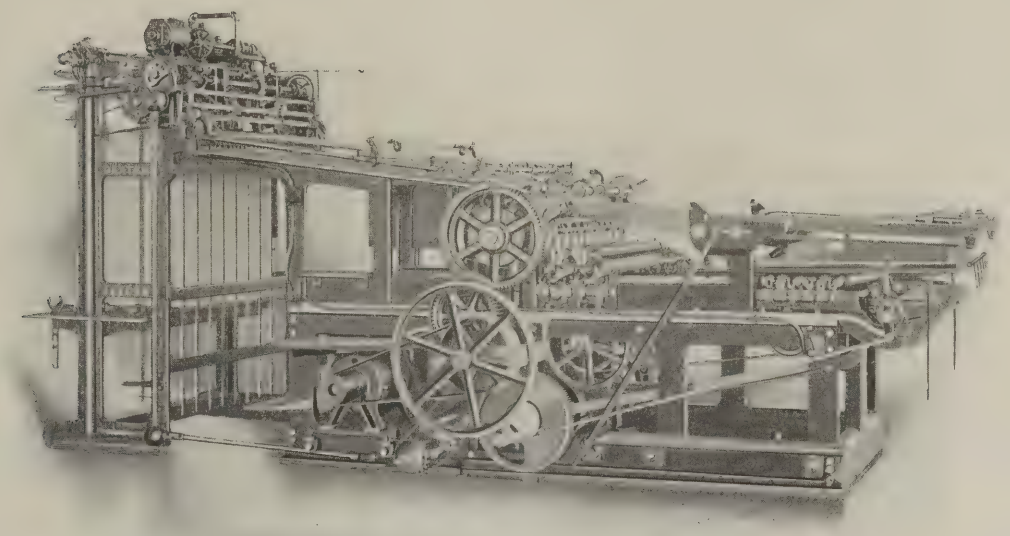
OPTIMUS
OPTIMUS

It is these points, with others, that make the Optimus the most profitable in use; that enabled us to sell at Baltimore five times as many as our next highest competitor, and several times all others combined; that has given us the past year the greatest business in our history, and has forced us to build the largest factory exclusively devoted to flat-bed printing presses in America.

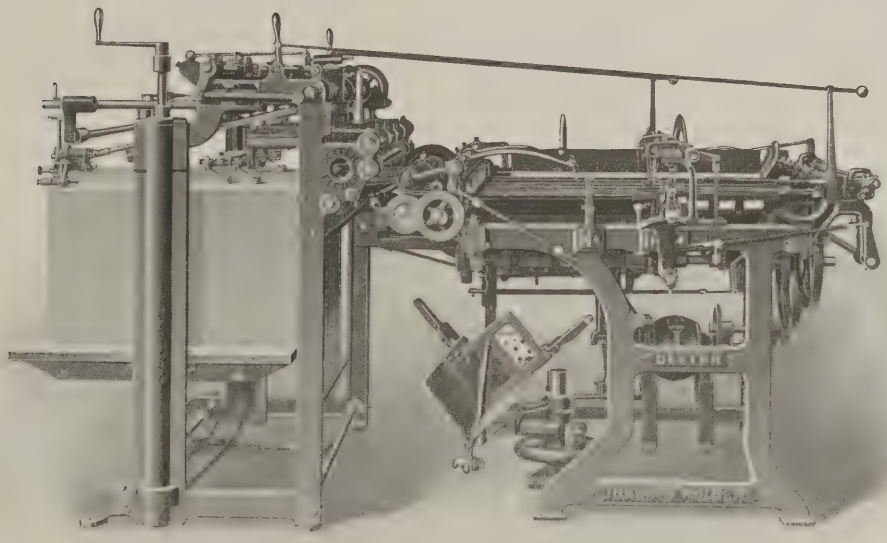
The No. 43 Optimus, a three-roller press, for a 25x38 sheet, and less, is very heavy and strong, with all the advantages of the big machines. It is as handy as a pony.

SET IN BARNHART BROS. & SPINDLER'S CASLON OLD ROMAN.

Dexter Folders and Feeders



THE DEXTER
Automatic
Printing Press
Feeding Machine



THE DEXTER
Jobbing Marginal
Book and Pamphlet
Folder with
Dexter Automatic
Feeder Attached

Sole Agents:

Great Britain and Europe: T. W. & C. B. Sheridan Co., London, Eng.— *Canada:* J. L. Morrison Co., Toronto. — *Australia:* Alex. Cowan & Sons, Sydney, Melbourne, Adelaide. — *South Africa:* John Dickinson & Co., Cape Town, Johannesburg and Durban. — *Mexico:* Louis L. Lomer, Mexico City. — *Southern Agents:* J. H. Schroeter & Bro., Atlanta, Ga.

DEXTER FOLDER CO.

Main Office and Factory: Pearl River, New York

New York	*Chicago*	*Boston*
290 Broadway	315 Dearborn Street	178 Devonshire St.

Write for Catalogues and Full Information

INSTANT POPULARITY

Six Sizes **Oswego**

Lever and Bench Cutters

16, 19, 23, 26, 30 and 32 inches

Oswego Lever Cutters

struck the Keynote Desire for

"something better"

Ask for detailed description of a Cutter exactly ADAPTED TO YOUR NEEDS

OSWEGO and BROWN & CARVER Cutting Machines are made in about sixty sizes and styles, each the best of its type, each the best producible, all generally in stock for instant shipment. They are made in the only factory exclusively devoted to the manufacture of Cutting Machines, and the only one making a complete line of Cutting Machines.

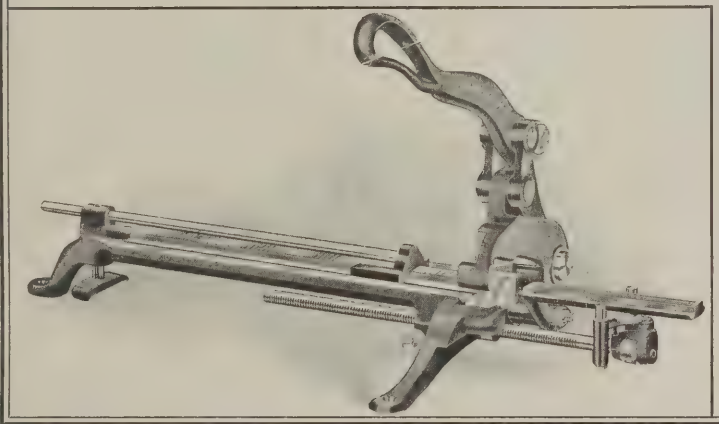
Oswego Machine Works

NIEL GRAY, Jr., Proprietor

OSWEGO, NEW YORK

American Lead and Rule Cutters

HAVE been on the market five years, and their sale now exceeds the combined sales of all other lead and rule cutters made in America. There are many reasons for this, but the chief reason is, that they *produce results* quicker and better than any similar machine. If you would know ALL the reasons, buy one and let it do its own talking. Better order one to-day from your dealer. If he is 'on to his job,' he has them in stock and can ship at once; if not, and he is a *bona fide* dealer, he will get it for you, Made in three styles:



No. 3 . . . 12.00
Gauges to 105 picas by nonpareils, also to 45 picas by points.

No. 2 . . . 10.00
Gauges to 105 picas by nonpareils.

No. 1 . . . $ 7.00
Gauges to 14 inches, not graduated.

MADE ONLY BY

H. B. ROUSE & CO.
61-63 Ward Street :: Chicago

Reproduced from photograph of Perfect Stitches made on a Boston Wire Stitcher

The Boston Wire Stitcher

Our Perfect Wire, usable on any quality of Stitching Machine but specially adapted to the Boston. Try it once, and you will condemn all other wire.

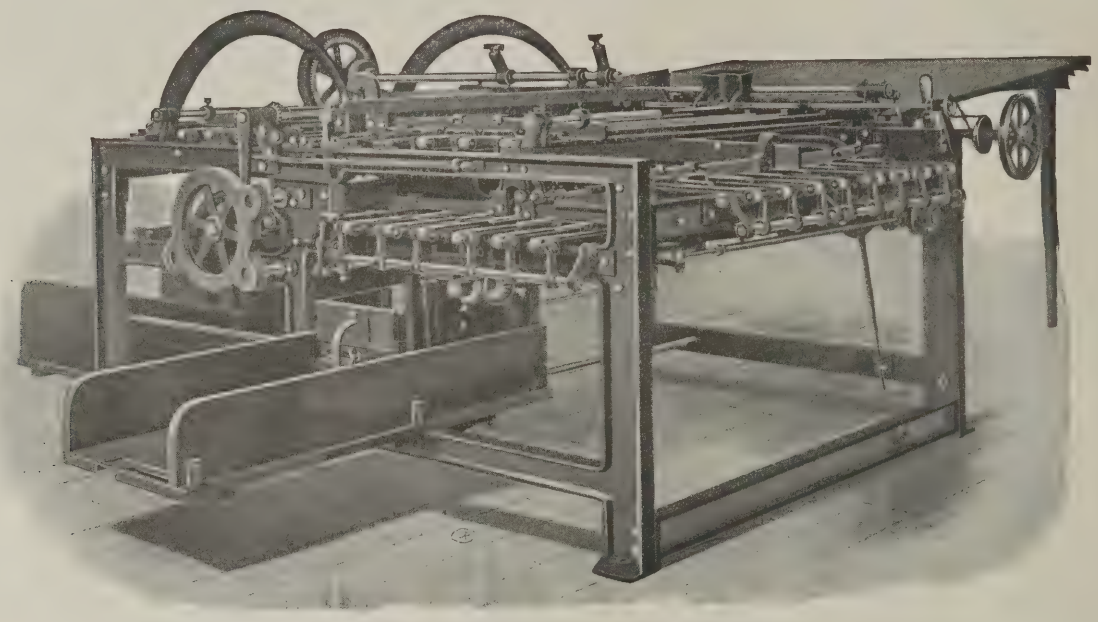
The Perfect Stitching Machine,—a Perfect Feed and a Perfect Clinch, make the Perfect Stitch: perfections not possible to produce on any other stitching machine. Numbers 3 and 4, from the new factory, now ready for shipment. In stock and for sale at all houses of

American Type Founders Company

Set in American Type Founders Company's Cheltenham Bold and Cheltenham Oldstyle, cast American Line

When You Buy
Investigate

New Model Jobbing Folder



The above machine will fold not only periodical work but the finest catalogue work. It has Automatic Registers at all folds. Automatic Sheet Retarder and Head Perforators that overcome all "buckling."

Made by BROWN FOLDING MACHINE CO.
ERIE, PENNSYLVANIA

New York Agency: H. L. EGBERT & CO., 21 New Chambers St.
Chicago Agency: CHAMPLIN & SMITH, 121 Plymouth Conrt

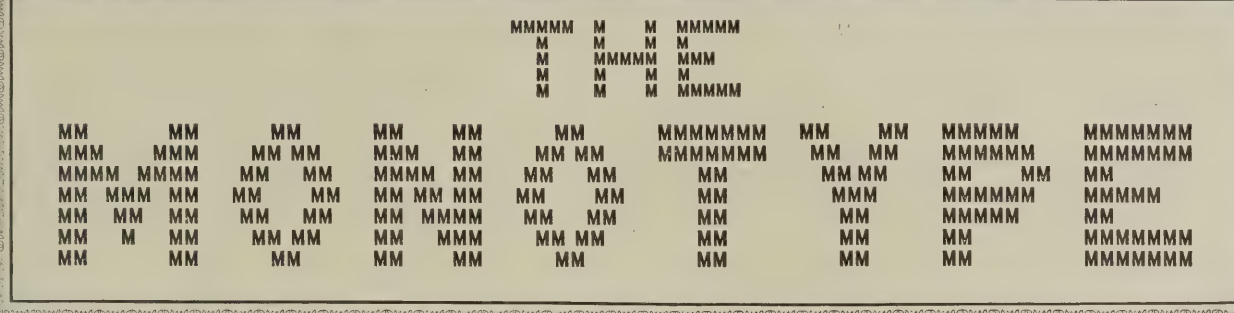
CHAMPLIN & SMITH

WESTERN AGENTS

Keystone Type Foundry
Golding Mfg. Company

¶ We carry a large stock of both the above lines
¶ Also a full line of Printers' Material and Supplies

121 PLYMOUTH COURT, CHICAGO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HE MONOTYPED pages following, and the letter received from the Klopp & Bartlett Co., of Omaha, Neb., which accompanies them, supplement each other in a very notable fashion.

The samples of Monotype work exhibit the range and adaptability of the Monotype, the only machine upon which work of this nature and of this *quality* can be efficiently done.

The letter sums up in a phrase the leading characteristic of the Monotype, the characteristic which places it in a class by itself. "The Monotype," says the Klopp & Bartlett Co., "enables us to do printing at a profit." No higher recommendation could be paid though volumes were devoted to the task.

"*Printing at a Profit*" might well stand for the Monotype's motto.

HADWEN SWAIN MFG. CO.
Representative for the Pacific Coast
SAN FRANCISCO, CALIFORNIA

T. C. SHEEHAN
Southern Representative
430 DEADERICK STREET, NASHVILLE, TENN.

DANIEL C. SHELLEY
Chicago Representative
334 DEARBORN STREET, CHICAGO

Wood & Nathan Co.

SOLE SELLING AGENT

ONE MADISON AVENUE, NEW YORK.

A LAND OF WONDERS.

THE SIGHTSEER FINDS MANY THINGS OF INTEREST IN CALIFORNIA.

California has numerous natural bridges, caves, etc., of no little interest. The Mammoth Cave of Calaveras, discovered by miners in 1850; the Alabaster Cave; the Crystal Palace Cave, containing a number of attractive subterranean appartments, such as the Bridal Chamber, the Crystal Palace Room. A curious apartment called the Music Hall, where the deposits of aqueous origin not only take the form of organ pipes, sounding-boards, etc., but emit, when struck, musical sounds and vibrations. Near this cave are two natural bridges which the tourist can visit and return to the railroad within half an hour. The only natural way to reach these scenes of interest is via "The Overland Limited, Route," comprising the Union Pacific and Southern Pacific, now really one line. The only line running through trains to San Francisco from Omaha, its fast trains arriving sixteen hours ahead of all competitors. Pamphlets and maps describing the wonders of California, and full information about the most comfortable and direct route to the Pacific Coast, can be obtained of—

UNION PACIFIC — THE OVERLAND ROUTE

E. L. LOMAX,
Gen'l Pass. and Ticket Agent,
OMAHA, NEB.

THE MONOTYPE

COLORADO—Continued.

FROM	ROUTE	ADD	TO RATES QUOTED		RATES MUST NOT EXCEED RATES QUOTED	
			FROM	SHOWN IN	FROM	SHOWN IN
	Westbound via Cheyenne	To Grang	er or Ogden and	points beyond, same as Denver		
Julesburg,	Eastbound	11.25	Co. Bluffs	Co. B., Om., Su.City R't S't	Denver Cheyenne	Colo.-Utah Rate Sheet
		6.55	Hastings	Nebraska Rate Sheet		
		6.55	Grand Island			
	†Westbound	4.85	Cheyenne	Colo.-Utah Rate Sheet— Rate Sheet "B"	Grand Island	Nebraska Rate Sheet.
		7.00	Denver			
La Salle,	Eastbound to upper Missouri River gateways and beyond	12.60	Grand Island	Nebraska Rate Sheet	Denver	Colo.-Utah Rate Sheet
		12.60	Hastings			
		16.15	Co. Bluffs	Council Bluffs-Omaha and S. C. R. S.		
		18.00	Sioux City			
	Eastbound via Denver and Kansas City, Junction City or Ellsworth to points in Kansas South and West of Mo. Pac. Ry. Wichita to Cedarvale via Yates Center	Add local to Mo.	rate from main li Pac. Ry. main li	ne Mo. Pac. Ry. Kansas junctio ne junction point via route of	on point to destin ticket.	ation; rate from Denver

As the Monotype does it—none other can do as well. Sample from a circular.

DUPLICATING NOTE AND LETTER HEADS—FOR CORRESPONDENCE.

Cover and filler combined, including carbon holder attachment and supply of best pen carbon paper.

No.	DESCRIPTION	Size	No. of Leaves	Price Each	Price Per Dozen
5051	Commercial Note, ruled, end opening	8½x5⅝	150	$0.45	$4.50
5051½	Filler for same	8½x5⅝	150	.25	2.50
5053	Packet Note, ruled, end opening	9⅝x5¾	150	.50	5.00
5053½	Filler for same	9½x5¾	150	.30	3.00
5055	Letter size, ruled, end opening	10⅝x8¼	150	.80	8.00
5055½	Filler for same	10½x8¼	150	.50	5.00

HORIZONTAL OR SIGNATURE RULED.

No.		Per M
164	Light Weight, 6x4 in.	$1.75
264	Medium Weight, 6x4 in.	2.50
364	Heavy Weight, 6x4 in.	3.00

HORIZONTAL AND VERTICAL RULED.

164	Light Weight, 6x4 in.	$2.00
264	Medium Weight, 6x4 in.	2.60

PLAIN.

851	Light Weight, 8x5 in.	$3.00
852	Medium Weight, 8x5 in.	4.00

No. 91 La Porte Phæton Seat Buggy

GEAR—⅞-inch long-distance drop axles, rear king bolt fifth wheel, open head springs, rubber covered steps, Bailey loops.
WHEELS—⅞-inch Sarven patent. 40-44 inches high, with screwed rims.
SHAFTS—XXX hickory, nicely finished and leathered.
BODY—24 x 54 inches, full length steel body loops, seat something entirely new and handsome, large and roomy.
TOP—Three bow leather quarters and back stays, and leather back curtain, rubber roof and side curtains.
TRIMMING—Either leather or broadcloth.
PAINTING—Gear: Either Brewster green or carmine. Body: Black. Seat painted to match gear.
MISCELLANEOUS—Padded dash with solid rail, tapestry carpet, storm apron, boot spring back and cushion. Tilting levers in top.

List Price with Shafts, $90.00

The Name "La Porte" Stands for Quality

For catalogue work the Monotype can't be beat. It sets all heads; and the different faces wanted, too.

S	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V
A B	325	325	325	325	325	325	325	325	325	325	325	325	325	326	326	326	326	326	327	327	327	327
C D	328	328	328	328	328	328	328	329	334	334	334	334	343	334	334	334	334	334	334	334	334	334
E G	335	335	335	335	335	335	335	335	335	335	336	336	336	336	336	336	336	336	336	336	336	336
H	337	337	337	337	339	339	339	339	341	341	341	341	341	341	341	341	341	341	341	341	341	341
I J	343	343	343	343	343	343	343	343	343	343	343	343	344	344	344	344	344	344	344	344	344	344
K L	346	346	346	346	346	346	346	346	346	346	346	346	346	346	346	346	346	346	346	346	346	346
M	347	347	347	347	347	347	347	347	348	348	348	348	348	348	348	348	348	348	348	348	348	348
N	351	351	351	351	351	351	351	351	351	351	351	351	351	351	351	351	351	351	351	351	351	351
O	352	352	352	352	352	352	352	352	352	352	352	352	352	352	352	352	352	352	376	376	376	376
P Q R S	353	353	353	353	353	353	353	353	354	354	354	354	354	354	354	354	354	354	378	378	378	378
T	355	355	355	355	357	357	357	357	360	360	360	360	360	360	361	361	361	362	379	379	379	379
U V	364	364	364	364	364	364	364	364	364	364	364	364	365	365	365	365	365	365	380	380	380	380

Sample taken from a County Clerk's Index Sheet. All type and down rules set at one operation.

MONOTYPED BY KLOPP & BARTLETT CO., OMAHA, NEBRASKA.

THE MONOTYPE

A. T. KLOPP, President. J. B. REDFIELD, Secretary.

Klopp & Bartlett Company

PRINTING, LITHOGRAPHING, DESIGNING
ENGRAVING AND BLANK BOOK MAKING

COR. 10TH AND DOUGLAS STS.
TELEPHONE 364

Omaha, Neb., Nov. 25, 1904

Wood & Nathan Co.,
#1 Madison Ave.,
New York, N. Y.

Gentlemen:

In these days of good, bad and indifferent competition, there is but one thing better than the Monotype, and that one thing is the profit we are enabled to make out of the Monotype.

Like all printers, we think more of profit than of any other one thing in the business, and, as the Monotype enables us to do printing at a profit, we think that next to profit, it is the best thing in the world.

We are especially pleased with the Monotype for the reason that we have not bought a dollar's worth of Foundry type since we started the machines, and as we are now our own type founders, we think we have solved one of the greatest difficulties in connection with the printing business.

With many thanks for your courteous treatment, we beg to remain

Yours very truly,

KLOPP & BARTLETT CO.
By A. T. KLOPP, President.

ONE-TYPE-AT-A-TIME

Volume I — New York, November 15, 1904 — Number 4

Mr. Type Salesman.—Your bills are not as large nor as frequent as they used to be. Aren't you doing the business?

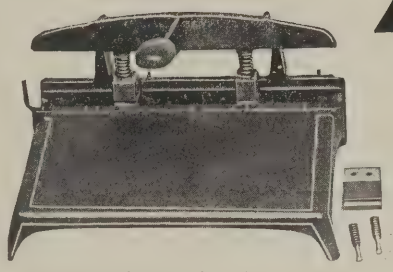
Mr. Up-to-date Printer.—Twice the business old man. You see, it's this way: I put in Monotypes awhile back and now I'm saving the money I used to spend for type.

HEREWITH is a reduced fac-simile of the first page of ONE-TYPE-AT-A-TIME for November: After the etching was made, and before the paper was mailed, the letter which appears above was received from the Klopp & Bartlett Company. Our artist did not exaggerate in the least, and our claims as to the saving the Monotype makes are shown by this letter to be well within the facts.

WOOD & NATHAN CO.
One Madison Avenue,
NEW YORK.

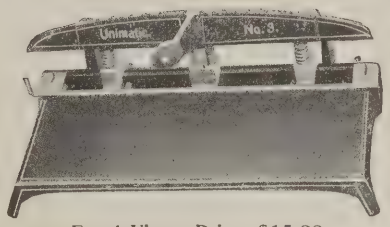
All material except rule used in this insert, is of Monotype manufacture.

Modern Paper Punching Machines



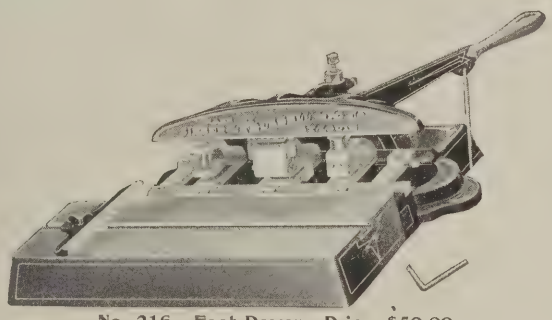
Front View. Price, $7.50

Adjustable and Interchangeable Punch Heads



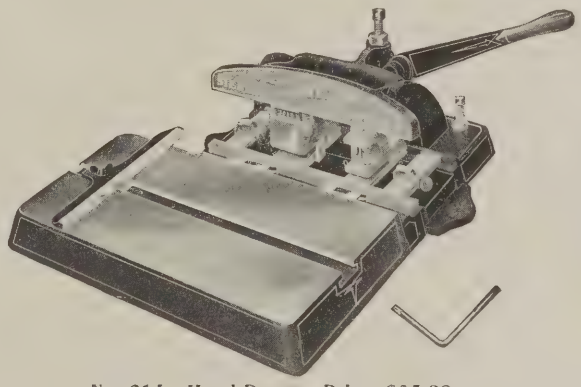
Front View. Price, $15.00

The Multiplex Punch Press
(Trussell Patent, Sept. 23, 1902)



No. 216. Foot Power. Price, $50.00

The Multiplex Punch Press
(Trussell Patent, Sept. 23, 1902)



No. 214. Hand Power. Price, $35.00

The Multiplex Punch Press
(Trussell Patent, Sept. 23, 1902)

No. 216. Mounted on Table. Price, $75.00

For Punching Holes for all kinds of Loose Leaf Files, Binders, Ledgers, Price Books and Card Indexes

All Printers' Supply Dealers have them

SEND FOR NEW CATALOGUE.

Sieber & Trussell
Manufacturing Company

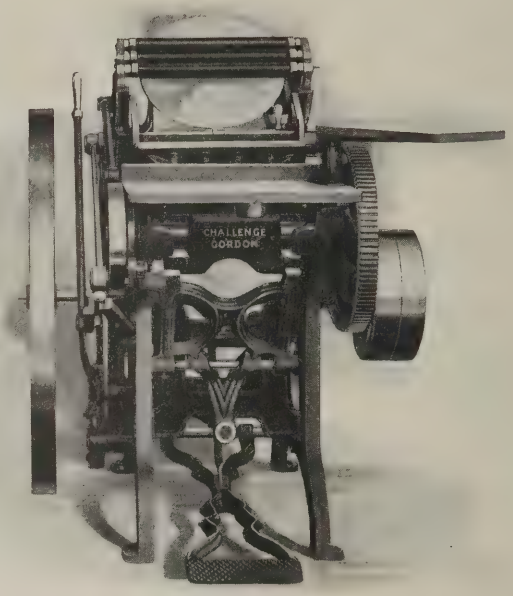
ST. LOUIS AND NEW YORK

You Will Find

both Weight and Strength, both Quality and Quantity, both convenience and wear in our celebrated

Challenge Gordon JOB PRESSES

They take a back seat for no other press, and you make a mistake if your next purchase is not a CHALLENGE-GORDON. Unequaled distribution. Send for fine half-tone printed on a Challenge-Gordon, also for our circular.



SOLD BY DEALERS EVERYWHERE

Manufactured by *The* CHALLENGE Machinery Co., Grand Haven, Mich.

SALESROOM AND WAREHOUSE 127-129 MARKET STREET, CHICAGO

The NEW ANDERSON BUNDLING PRESS

For Printers, Bookbinders, Publishers and Lithographers

A Greatly Improved Machine. Very Powerful, Rapid and Strong
Simple and Economical.

Made by C. F. ANDERSON & CO.
327-329 Dearborn Street, Chicago, Ill.

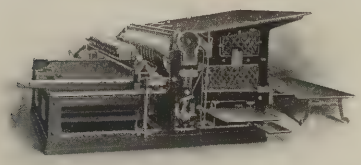
YOU'LL LIKE MY STYLE

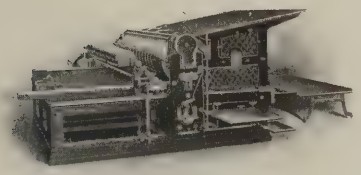
¶ The Editor needs my **STYLE CARD** on his desk to assist him in preparing copy ¶ The Compositor should have a copy of my **STYLE CARD** hanging near his case to answer the many questions of style which arise daily. It makes your proof cleaner ¶ The Proofreader will find my **STYLE CARD** a valuable help in harmonizing the style of the office. Insist on its constant use ¶ The Reader will note the improvement in your paper if you use my **STYLE CARD** ¶ Printed on heavy cardboard, with round corners, punched for hanging in a convenient place. It become a necessity as soon as seen ¶ One for 10 cents; three for 25 cents

E. S. Hanson, 1524 E. Ravenswood Park
Chicago, Illinois

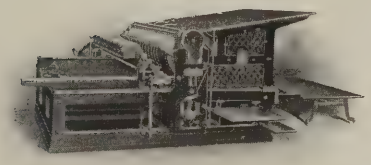
The WHITLOCK

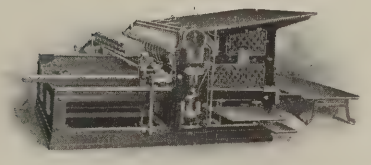
Is This What YOU Want?





How Does this Strike ?You?





"Berkeley, Cal., Jan. 25, 1904.

Dear Sir:

We have your favor of the 18th inst. in regard to our new Whitlock Press. We investigated the press business pretty thoroughly before replacing our old Cylinder with a Whitlock. After looking at all the presses in the market, we decided on the Whitlock as best suited for our circulation of 2,500. The only trouble we have had since we installed the press has been with the power. We were running with a four horse-power gas engine, and could only get a speed of about 1,800 an hour. We then installed a five horse-power motor and speeded the press up to 2,300, our Pony up to 2,600, and put on the folder and three platen presses, and it runs them all in fine shape. We have the big Whitlock set on the floor without foundation, and there is absolutely no jar. The boys put a five cent piece edgeways on the frame while the press was running at 2,300 an hour, and there was not enough jar to knock it down. We go to press at 3:45, and the edition is out about five o'clock. We only run the first side about 1,860 an hour, but speed up for the last side. We are more than pleased with the press. Of course we had had a year's experience with the Whitlock Pony, which gives excellent satisfaction on fine half-tone work as well as general work.

Very truly yours,

(Signed) C. E. DUNSCOMB,

Business Mngr. Berkeley Daily Gazette."

The foregoing letter was written by a user of a

Whitlock Fast Revolution Newspaper Press

in reply to the inquiry of a prospective purchaser.

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334 Dearborn Street Chicago, Ill. *1 Madison Avenue, New York City*

Volume Twenty-two Chicago, February, 1905 Number Two

A Transformed Press—Belittling of the Calling—Scored by George Harvey Editor of Harper's Weekly.

THE HIGHER IDEALS, THE TRUE IDEALS.

ONE of the most healthful and sensible talks of late years on the American press was given by Mr. George Harvey, editor of *Harper's Weekly,* at the Silver Anniversary Banquet of the Chicago Press Club on the evening of January 11th.

Mr. Harvey rightly deprecated the practice, that has been too prevalent among newspaper people, of sneering at all that tended to the proper recognition of the great obligations, power, value, dignity and merit of the calling. He said, as reported in the Chicago *Tribune,* that gave a most excellent report of the occasion:

Of all of the many public misconceptions of the forces dominant in our national progress none is so marked as that which applies to the press. The transformation evolved in the last score of years in the professions, more particularly the legal and the educational, both secular and religious, has evoked both comment and criticism, but, despite tendencies which are often pronounced deplorable, the saving clause to the effect that, after all, wicked exceptions serve only to establish a highly satisfactory average, invariably finds its most complacent utterance in the most effective place.

Professional self-respect and self-appreciation win this unconscious tribute. And this is but natural. If one indicates little regard for himself or for the fellows of his craft, what can he in reason expect from others? Precisely there is the line drawn by journalists themselves against the profession of journalism. It is not that they do not really respect themselves and their co-laborers; they do. But by every possible method they convey the impression that they do not. They seem to prefer to be regarded as cynical rather than as sincere; as smart, alert, successful rather than thoughtful, capable and worthy.

GROWTH OF IDEALS CHECKED.

The sneering, silly, and inexcusable remark, savoring of the vulgarity of the ostentatiously "self-made" man, "I am not a journalist, I am a newspaper man," has done more to check the growth of ideals in the eager minds of thousands of young men than any like utterance ever made by one willing to burn truth upon the altar of epigram. Of all of us in this room who have given mind, heart, and conscientious endeavor to public service, there is probably not one whose perspective, at some point of his career, has not been blurred by this stupid differentiation.

The contrast of terms is, of course, only phrasing and inconsequential. But the idea conveyed, the deliberate insistence upon being regarded not merely as cynicists, but as mechanics, if not indeed as day laborers, has been fruitful of infinite harm both within and without a profession requiring the greatest skill of intellect, the finest discrimination between right and wrong, the most forceful form of expression, and the highest order of moral courage. That the most potent agency in the evolution of this American nation should be thus debased, even in appearance, is surely anything but creditable to those responsible for it and those who themselves should guard no more jealously their own good name than the honor of their craft.

AMERICAN PRESS MOST FREE.

There is no press in the world comparable to that of America in freedom from influence, political or social, from venality, from contamination of any kind whatsoever. In France, a newspaper's opinions are a matter of francs, in England too often of titles, in Germany, Austria, and Spain of imperial favor, in Russia of absolute censorship.

In America, thanks to the maintenance of the sturdy traditions established by the Greeleys, Raymonds, Bennetts, Medills, Danas and Bowleses of the past, the fundamental integrity of the press cannot be impugned. It is faultful, but it is free. We have our sadly exaggerated headlines on week days and our monstrosities on Sundays; we have our truly delightful Buster Brown, but also his hundreds of puerile imitators; we have amazing productions of no less amazing "art;" we have columns and columns of crime and pages and pages of waste. Finally, not least—at any rate, in numbers—we have our red and white papers, sometimes referred to as "yellow" journals.

RUSSIA EXAMPLE OF EVILS.

As contrasted with our own country, Russia today stands forth a vivid example of the effect of suppressed opinion. Discontent would better burn than smolder. The continuous hissing of offensive gases escaping is not pleasant, but it is infinitely preferable to the otherwise inevitable explosion.

Freedom of speech, freedom of publicity, yes; all admit the wisdom and necessity of preserving both. But how frequently is added, especially by men in public office, a vigorous declamation against "unfair criticism" and how almost daily is uttered sometimes a violent and unwarranted, sometimes a dignified and justifiable, protest against "invasion of privacy," "encroachment upon personal rights," and like offenses.

Only those behind the curtain of the editorial sanctum can fully appreciate the proportion of insincerity contained in the virtuous avowals of shy and retiring, though weak and human, beings of both sexes. In nine cases out of ten the most vociferous protest may be attributed safely to self-sufficiency, snobbishness, or a guilty conscience. There is so little of malice in American newspapers as to be unworthy of notice, but it is unquestionably true that too little heed is paid to the fact that unwillful misrepresentation is often quite as serious in effect.

Worst of all is the refusal to rectify a known error. Cursed be the man who initiated the policy of never making a retraction in the columns of his journal. The mere fact that an individual, whether right or wrong, is virtually voiceless and helpless in controversy with a newspaper, should and does morally vest him with the right to exceptional consideration. A lie once started can never be stopped, but the one responsible for its circulation, directly or indirectly, who fails to exert every possible endeavor to that end, is unworthy of association with decent men. An American newspaper should be an American gentleman.

To see the right is genius; to do it is courage. Unite the two under the banner of sane idealism and the most potent force in the cause of progress, enlightenment, and good will lies in the free press of America.

It may be that many newspaper people are cynical or become cynical by being brought in constant touch with the vanities, weaknesses, jealousies, the littleness and hypocrisy, the vices and selfish, personal ambitions of all classes of men, especially of those who wish to be rated before the public as great, noble and wise. However this may be, the profession presents within itself no reason for cynicism. Noble men and women are found in every walk of life and if shams have been raised to prominence, to high offices and power, the easy, indulgent, compliant good nature of the members of the press is largely responsible therefor. The fostering of this spirit of cynicism and negation has had a demoralizing effect on the members of press clubs in some of our large cities, but a better, a healthier condition is beginning to prevail, yet there is still room for improvement. Sneers at religion, because of the faults of those claiming to be orthodox; the aping of those in high positions in their bibulous, lustful and gambling habits, in their vulgarities, oaths and "smutty stories" that have passed for humor or wit, are no longer recognized among thinking people as indications of liberal mindedness, broadness and greatness. It is an unfortunate thing that because doubts are raised with regard to long-received theological theories, and creeds, many young men come to think that it shows superior wisdom to sneer at that true religion which involves duty and sane, healthy, noble living, and that has been recognized as the proper guide of life and all true, noble and wise men in all nations, in all races and in all times as shown in all records and writings since the human family has had a history. Press clubs, like many other clubs have, too frequently, been cursed by the membership of vile-minded loafers, who were brilliant in imagination and expression of thoughts, but as vile in thought as brilliant in conversation, and whose reputations for wit and wisdom have been established by sneers and vulgarity. Any fool or knave can sneer and question, but it takes an honest, wise man to give a reason and to establish the truth. Vulgar, dishonorable men who have won high positions through the easy compliance of the press are being driven out of office and are sinking to obscurity, and true men of noble purpose are taking their places through the aid of better newspapers and more thoughtful writers. The men of negation, of sneers, of lust for place and spoils, are giving way to men of positive principles, sterling honesty and virtue, of strenuous lives, of ripened scholarship and more benevolent and patriotic impulses. Even the glamour and power of mere position and vulgar wealth are coming to be disregarded. There is a reform working itself out everywhere in the life of this republic and among the leaders in that reform are the workers on the American newspapers.

THE EDITORIAL PAGE.

BY GOVERNOR A. B. CUMMINGS OF IOWA, BEFORE THE CHICAGO PRESS CLUB, JAN. 11, 1905.

IT must be understood that the editorial page, properly defined, means a great deal more than the part of a newspaper or magazine put in large type, and which presumably is the product of the editor.

Every newspaper or periodical is composed of at least two parts. First, the mere statement of facts, or alleged facts, which the paper has gathered in one way or another, and publishes to the people as the news of the world; second, reasoning, analysis, criticism, censure, praise or comment upon the facts so published, or which are otherwise known. The latter part I call the editorial page, and it matters not where it may be found or from whose pen it may come, it constitutes the most vital and potential force in the life of the people.

Discarding for the moment the purely educational processes which are carried on through public contributions and private philanthropy for the training of the young, there is no other one factor so responsible for existing ideals and existing practices, for the high or low civilization in which we live, for civic honesty or civic dishonesty, for civic courage or civic cowardice, for civic purity or civic impurity, as the editorial page of the vast circulating library commonly called the press.

INFLUENCE ON ELECTIONS.

The fidelity with which the voters will in the future direct the destinies of their country is largely in the hands of those who assume the responsibility of expressing their views in the newspapers. The standards of peaceful patriotism will be largely determined by those who take up the task of commenting upon men and events. The integrity of those who make up the public service will, in great measure, be determined by the men and women whose duty it is to lay before the people an unprejudiced, unbiased and high-minded conclusion upon the things committed to the care of public servants.

I said a few moments ago that every age had its own demands upon the men of the time, and I now add that in every age character has its own peculiar weaknesses; not weaknesses absolutely, but weaknesses in comparison with the assaults which are made upon it. Dividing the country again into electors and officeholders, the vulnerable places in the armor of the former are, first, a kind of belief that inasmuch as this country was started right, it will run right without much attention; second, a disposition to give little thought to the tendencies and associations, the habits of thought and the probable conduct of men who are proposed for their suffrages.

FOR THE HIGHEST IDEALS.

The press has always, in the main, stood for the highest ideals in these respects, and I only venture to ask its representatives to redouble their efforts to fasten upon the minds of the people the truth that this country will not realize the fond dreams of its patriots unless the people themselves are alert, not only some of the time, but all the time.

Of the second class into which I have divided the people, I have more to say. I believe it to be true that the only menace to an uninterrupted career of honor, glory and success that will carry this land of ours to the highest point that mortals will ever attain, is first, cowardice; and second, corruption among men who hold public position.

The people of this country do not like a coward. The trouble is that the coward in public life is oftentimes able to conceal his shortcomings in the garb of conservatism. When I speak of a coward I mean a man who, with an

honest instinct and a desire to do right, is afraid to do it lest he may not again be nominated and elected to office. I mean the man who hides himself behind the shelter of want of opportunity; who remains silent under the plea that his voice would not be heard; who throws up his hands and shivers before an emergency, and who protects himself by the cry that the interests to be affected are so vast and the subject so complicated that he must take eternity to make up his mind. I mean the man who waits until the people are marching under quickstep to accomplish an end, and who then rushes from the rear to the front and declares, with panting breath, that it is a privilege and an honor to lead his beloved constituents in their struggle to right a grievous wrong.

I mean, too, the man who bends to the unjust passion of the populace, and who permits his desire to stand well with the people to drive him into a course which his better judgment condemns.

WEAKNESSES ARE GROWING.

I shall not attempt to specify further or describe more elaborately these weaknesses in the character of public servants. They seem to me to be growing. I have but to refer to them to summon before you, whose observation has been varied, whose studies have been deep, to accomplish my purpose.

I say again that the press of this country has been in the main true and steady, but I desire, if possible, to implant in your hearts a firmer resolution to make the truth known at any and every cost. I think I can speak fairly, because I bear a good many scars from the lance of the journalist.

PROOF IN LIBEL CASES.

IF the publisher relies upon the truth as a defense to a libelous statement, he should be careful that he is able to make the proof as broad as the charge, or charges, if there are more than one. It will not do to prove some distinct or similar matter. The editor should be ready to prove the truth of any insinuation, as well as any direct statements. Some cases of interest may be of value to illustrate the principle.

In October, 1884, Patrick Rellivan published in his newspaper, *Ireland's Liberator,* an article of which the following were the scare heads: "Judas Iscariot Ford,—The Evil Genius of the Irish Movement Reviewed and Exposed—Facts About His Private Life Which Cannot Be Disproved—His Attacks on Catholics and His Attempts to Lead An Independent Bolt from the Church—Deserter, Betrayer, Infidel, Freemason, Sham-Reformer, Swindler of the Emergency Fund, Would-Be Dictator and Political Prostitute—His Conduct in the O'Donnell Case and Shameful Treatment of Susan Gallagher—Starvation Wages in the *Irish-World* Office.—Ford Betrays General Butler and the Green-Back Party, and Insults Every Irish Democrat by the Sale to Blaine."

The headlines may indicate somewhat the character of the charges in the article. The principal one, however, was to the effect that Ford had used the balance of $32,000 of the O'Donnell defense fund in paying his private debts. On the trial Mr. Rellivan admitted that his only reasons for believing that Ford had paid his debts from the O'Donnell fund, was that Ford had no means of his own with which to pay them. Further proof being more or less lacking and the other evidence failing, Mr. Rellivan was convicted and sentenced to two months' imprisonment.

In 1880 the following was published in the Chenango (N. Y.) *Union,* the report having been sent in by correspondent: "Joseph F. Bennett, a somewhat notorious character, whose presence in this village, Sherburne, was a blessing too much disguised to be at all apparent, is holding revival meetings and preaching Rev. Mr. Earle's sermons in various rural districts of the State. * * * We know for a certainty that his object is a mercenary one. * * * As Bennett is apt to assume an alias, we give a short description of him." In an action by Mr. Bennett against Walter G. Smith, of the Union, evidence was given of some of the charges, but there was no evidence that "Bennett is apt to assume an alias." The question for the jury was the amount of the damages which, naturally, could not be so large as would have been the case had there been a total failure of proof.—30 N. Y. Sup. Ct. Repts. 50.

In 1873 a series of charges were published in the Denver *Tribune* against Jacob Downing, a probate judge. The following is a sample: "J. Downing has been guilty of forgeries enough to confine him in the penitentiary for not less than 200 years. * * * Boss Tweed said he was a statesman previous to being locked up as a felon. Wonder what Jake Downing would give as his occupation in the event of a similar contingency which is far from unlikely. * * *." This forgery consisted of alterations in a memorandum book for his own convenience and not required by law to be kept, and the entries could not affect any legal rights. The Supreme Court held that this did not constitute a forgery, and the plaintiff was permitted to recover for lack of complete defense.—Downing v. Brown, 3 Colo. 571.

In the month of November, 1873, a writer in the San Francisco *Bulletin,* speaking of the dealings of certain parties with reference to a mine, said: "The chief owners believe that they have been outrageously swindled." As a matter of fact the chief owners did so believe, but evidence as a defense was only proper where it could be shown that the owners *were* outrageously swindled. It is no defense to prove a rumor or belief on the part of the editor or other parties. Possibly in states where punitive damages are allowed, evidence of this kind might be shown as against a claim for punitive damages.—Wilson v. Fitch, 41 Cal. 363.

On the 6th day of October, 1897, there appeared in the New York *World* an article of which the following were the headlines: "Collis & Platt Worked a Huge Grab—*World* Exposes Amazing Conditions in City's Contracts—Boss Gets His Share Through His Surety Company, Run and Officered by His Son—On Almost Every Contract—Other Sureties Rejected and His Fidelity and Deposit Company Substituted—Long Record of Favoritism—In Nearly All of 146 Contracts This Change is Made." In an action by General Charles H. T. Collis, Commissioner of the Board of Public Works, against publishers of the *World,* the court held that where a newspaper article alleged that plaintiff and another had worked a "Huge Grab" in the substitution of a surety company in which they were interested, for other companies on municipal contracts, proof of the substitution was no justification for the statement when it appeared that the substitution was by order of the proper municipal authorities, and that the plaintiff was not concerned therein; that the statement "worked a huge grab" was libelous, as charging a malfeasance.

Good manners are as valuable in advertising as in personal behavior and good manners are the index of character in business as in social life. Every customer sought for through an advertisement should be treated with all the courtesy of the most highly prized friend and with like candor, honesty and consideration.

THE APPROACHING LABOR WAR.

IN an address before the Citizens' Industrial Association of America in New York City, Mr. F. C. Nunemacher, a leading employing printer of Louisville, Ky., reviewed the existing conditions as to the approaching difficulties between the United Typothetæ of America and International Typographical Union. The Union demands on the one hand an eight-hour day and the closed shop. The Typothetæ has declared by resolution for an open shop and the prevailing nine-hour day or fifty-four hours a week. January 1, 1906, has been set as the day for commencing hostilities or declaring a strike by the Union, if their demands are not conceded. Both sides are preparing for war. The Typothetæ has pledged its organization to provide and to keep intact a defense fund of $100,000, while the Union has commenced the collection of one-half of one per cent of the earnings of members for the establishing of the eight-hour day in the job and book offices of the United States and Canada. The Typographical Union claims a membership of about 46,000, and it is estimated that the assessment will amount to $200 a month or $240,000 a year. Of course these amounts, although they seem large, are a mere bagatelle compared with the real amounts that will be lost in case of a strike. The loss will run into millions each month of the strike. It has been pretty carefully estimated that, since 1888, or in sixteen years, strikes and lockouts have cost this country a round billion of dollars and that one-half of this great loss, besides the effects of the violence employed, the assaults and murders, the demoralization and lawlessness that have ensued, the suffering of the women and children, has fallen upon the public, upon those not responsible for the strikes and only unfortunate lookers-on. "War is hell," yet even war is not so destructive of public and private morals, of regard for the rights and lives of others, of respect for law and justice, as are modern strikes with all their attendant hate and violence. War generally has some noble principle or patriotic motive for its justification; strikes and lockouts have selfishness as the only motive—selfishness made blacker by greed, envy or low hates, covetousness and jealousy. War is conducted under well-established usages and rules and with rigidly-enforced discipline. Strikes are conducted contrary to all existing laws, in defiance to constituted authorities, with the methods of the cowardly assassins and the midnight slugger, without regard to any principles of manliness, fair play or the rights of either combatants or non-combatants. In war even combatants are recognized as having some rights, in strikes not even women or children or the maimed or helpless receive consideration and, during them, crimes are committed in the honored, sacred name of labor, that would shame the lowest savages or the vilest cutthroats and bandits or Mafia of Southern Europe. Worse than private wrong, too, are the subserviency of subservient demagogues, cowardly politicians, officers of the law and a too compliant press. This will change some day and the public will arise in indignation and assert the right to compel the settlement of disputes in a way not to inflict loss, injustice and injury on citizens no way concerned in the selfish disagreements between employes and employers. Mr. Nunemacher, speaking, in part as to the "Liberty of the Press," said:

The loss of liberty and honor is more terrible to the free and brave than the most horrible death. Have we liberty? Can we employ whom we please? Where is our honor when we turn from our doors the non-union American workman for no reason but that he is not a member of the union that is in control in our plant? How many newspapers in America enjoy the true "liberty of the press" that is so loudly proclaimed? The law gives it to them within reasonable bounds. The union takes it from them. The average editorial writer on the labor question pens his paragraphs with the comfort of a keeper of a powder magazine; a single utterance may precipitate serious trouble, not in the nature of an immediate strike—for the agreement with the Publishers' Association would, perhaps, prevent that, but with the exception of a few notable instances the pen that indites the editorial or reportorial review of any labor incident, where the union is involved, feels the restraint of the business office, which is influenced to a greater or less degree by the restrictions of the union.

Few, indeed, are the large newspaper offices that would deliberately dare to put a non-union man to work. Is this true Americanism? Is this any restriction of the liberty of the press or its owners, when they cannot employ whom they please? Do you know that the publication of the majority of the magazines in this country would be stopped if the establishments printing them should attempt to employ non-union help? Do you know that such an attempt on the part of the large daily papers of any city would result in the cessation of their publication? Why is it that we cannot treat our fellow-countrymen as one free American should another? Whence comes this law that is above the constitution, which gave us the rights of life, liberty and the pursuit of happiness? In the instances of the printer and publisher it comes from the International Typographical Union. In your several lines of business it comes to you from the union with which your employes affiliate. Can we rightfully claim our heritage as loyal American citizens if we virtually sanction this condition of affairs by our silence and inaction concerning it?

We, the people at large, are to blame for the deferential attitude of the newspapers to the unions, for if we would show by our words and actions that we uphold the newspaper which makes the stand for the open shop and freedom from the domination of the union, the day would not be far off when the press would have the liberty which is its right. Let the citizens of any community take this stand, and the press will quickly throw off the yoke which galls it. It would cost them work; it would cost them money; it might cost them life, but to such men what are work, money and life if they have not liberty?

I believe in men. As a workingman among workingmen I learned to know their labor, struggles and necessities, and for them I would ask "fair play," with full consideration of their rights. Many here have been caused loss of business and injury to their plants, and, naturally, feel strongest inclination to adopt the most aggressive and stringent measures in dealing with those whom it appears our plain duty to oppose, and the question is, should such a spirit be allowed to control in our deliberations?

As a man brave and strong can be generous to his foe, so this gathering, representing as it does the most powerful industrial organizations in our land, can afford to meet with most liberal spirit those with whom it will have to deal. In the beginning our nation was dedicated to give equal rights to all. This proposition has been maintained throughout our history, and if we depart from it now we will build a structure upon the sand.

Instead of widening the breach between employer and employe, our best thought should be directed to bringing them together on more friendly relations. Let us steadfastly protect our own interests, but let us not forget the rights of others. Speak out in no uncertain tones, and let the action of this great union of business interests stand in no false position before the world in relation to our employes as man to man. Stand out and give with courage, tempered with moderation, the views that bring you to this place as a man and an American.

On you our country this day turns its eyes. On you our industrial safety lies. As those who have gone before us faltered not in the declaration and defense of their rights as American citizens, fighting for them, dying for them, so let us hesitate not to declare for ourselves that we will make the stand for our equal rights to conduct our business and manage our affairs as we deem proper; not in conflict with the laws of our nation, but with careful consideration of our individual employes, submitting to domination by no labor organization.

No fears attend me in my thought of the action that will be taken here. My confidence in the sincerity and good judgment of my countrymen is such that I know you will do your duty as true men.

QUESTION BOX

All Questions from Printers will be Answered in this Department
Address CHARLES A. KING, Beverly, Mass.

A PLEASED PATRON.

FULTON, Mo., December 13, 1904.
National Printer-Journalist, Chicago, Ill.

MR. CHARLES A. KING. DEAR SIR:—I am glad to note the creation of your department in the N. P.-J. I believe it can be made the best department in the paper; sort of "first aid to injured" directory.

I have had the same trouble encountered by G. A. E., of Wisconsin. Slip sheeting is the only infallible remedy, but I have sometimes avoided their use by smearing glycerine on the hard platen paper, renewing the "smear" every three or four hundred impressions. It should be rubbed in well with the finger tips and then a few sheets of ordinary paper fed through to take off the surplus.

I stumbled on to a good way to clean up brass rule from seeing a brass kettle cleaned to make preserves in. Take a shallow pan and put your dirty rules in it; pour over them a solution of plain vinegar and salt. After a few minutes' soaking take the rules out, one at a time, and wipe them off with a rag soaked in warm water. Rules that are full of dirt can be made to fit snugly like they did when new.

A little glycerine on the finger tips is also a good help to press feeders. It seems to "ketch" hold of the sheet better than rosin.

Yours truly,
BRENT WILLIAMS,
Publisher Missouri *Record*.

Mr. Williams' letter is one of several which commend this department, and no doubt it will be of assistance to many printers. While the editor in charge does not expect to be able to suggest relief in all cases, no doubt if you will tell your troubles someone else may.

Glycerine is about as important an article in a printing office as lubricating oil. Many printers use it to dispel electricity with fair success. The platen or cylinder sheet should be well soaked with it. It is also useful in preventing offset when "working and turn" on a hurry job. It is good for thinning copying ink and making it work freely, and indispensable in reducing a blocking compound and making it flexible. There are other uses and it should be kept on hand. Glycerine does not evaporate and this should be borne in mind and when applied to a printing surface it must be well rubbed in and then the surplus absorbed by running old sheets. It should not be wiped off unless it has been too freely applied.

S. F., Kansas. "I have just subscribed for the NATIONAL PRINTER-JOURNALIST and wish your editor of the Question Box would tell me how to increase my business. I have tried getting out posters every week and some other advertising, but it does not seem to 'pull.' I am in a town of about 1,000 population with another office."

We judge that S. F. is a young printer, although the samples of his advertisements are well printed; the only comment we could make would be that the stock was too much like a poster. A printer's advertisements should be on the best of stock. One printer in a manufacturing town where there was much competition refused all cheap work and endeavored to print for customers who wanted the better class of work and induced many concerns, who could afford it, to use distinctive stationery and advertising. A printer should set this example. We have no doubt S. F. will find many valuable hints by reading the trade journals and he must bear in mind that he cannot get immediate results from advertising. Most of the people in his town do not need printing every day and his announcements may reach them at a time when they are supplied, but if he can keep his name before them he may get their next job. In my own case, when I first started, I sent out a lot of sealed letters in hopes of securing customers but received but one reply and that not very promising; but I had very little to do and encouraged my visitor who said he had dropped in out of curiosity to see who would think of sending him an invitation. As a result he began to have printing done and in the course of several years we did thousands of dollars' worth of work for him, as he started a monthly paper which is today running successfully. Plain, clear printing is much better than anything fancy and as a rule pleases the customer and certainly pays better. Do not cut prices; this is one of the poorest things to do in building up a business, for it is difficult to convince a customer next year why you cannot do his work for the same price as this year. Better try and give superior work, although there are a few jobs which can only be obtained on the score of cheapness. Strict attention to busines is also most important, and remember that in some instances your customers can only look after work evenings or at odd times and you should try and accommodate them; in fact, the same rules for success that apply to other kinds of business are true of printing.

A. B., Indiana. "Will you give me some information about souvenir post cards? I understand that in many places printers are working this scheme."

In every large town there is a good field for publishing post cards with local views, and good money in it, too. The collectors of post cards are as numerous as stamp collectors, and in all the large cities you will find hundreds of men selling them on the street. Probably no visitor to Chicago, New York, Washington, the World's Fair, or similar place, came away

without a handful of post cards. The stationers in the country places say that there is call for local views and many are trying to supply it. A printer who has made a success of it gives this information: "We started in the post card business because a new manufactory wanted some for an advertisement and we finally found that others liked this sort of advertising. Then we got into making them for the trade as souvenirs. We get the best possible photographs of local views; something of a historical nature sells best, or of special interest. Any half-tone engraver who does good work will make the plates. Have the screen of the finest, and frequently a little tool work is desirable. The ordinary plate will cost about 15 cents per square inch and tool work as much more. A good plate should last for all the cards you will ever want to print and a dollar or two spent on the plate is a good investment. The cards should be thin bristol, enameled on one side, and any paper warehouse will sell them to you for about $1 per thousand; some of them make a specialty of cards printed on one side. There is a postal regulation as to size: 3 9-16x5 9-16—2 15-16-x4⅝, or between the two. If your press is large enough you can print two or four at a time, but it is desirable to print them single if done on a smaller press than a half medium. The distribution should be as good as possible and the rollers new. Use a double-tone sepia ink, or something similar, and either slip-sheet or add something to the ink to make it dry instantly. As this is nice work, slip-sheeting is preferable. Of course, if you are in a large place you can print the postals on a cylinder and if there are plenty of rollers the effect is better. As a rule the single-color cards are retailed for 2c each and the three-color cards for 3c to 5c each. There is a good profit, as almost any store will take them on consignment and a wire rack will show them to advantage. On special holidays or when there are visitors, clean boys can sell many on the street. In such cases the sets should be put in envelopes and a sample set used to show. Nobody wishes to buy soiled post cards and in the summer care should be taken not to expose them to flies in too large quantities. Judicious advertising is also of great help and if you have a newspaper you can easily build up a trade for them. Already there are dealers in the large cities who are gathering sets of postals from different localities for present or prospective customers.

HOW TO MAKE ADVERTISING PAY THE ADVERTISER BEST.

PAPER READ BEFORE KENTUCKY PRESS ASSOCIATION BY W. Q. ADAMS, PUBLISHER OF THE OWENSBORO, KY., DAILY INQUIRER.

THE solution of the problem assigned me as a subject for discussion does not lie wholly within the power of the publisher. It is equally in the hands of the advertiser. Each has his important part to perform before the desired result can be attained. "How to Make Advertising Pay the Advertiser Best." The first element needed in a solution of this question is good copy. Some convincing argument must be used, some attractive bargain offered, some definite idea conveyed. Without this all that a publisher can do would not be sufficient. He might print a model paper that everybody in his territory reads, and give the copy the most attractive display possible; he might put it in the most conspicuous part of his paper, and yet it would bring no returns were the text meaningless. The first thing to do, then, is to educate your merchants in the art of advertising. Help them in the preparation of their copy, get them to study the advertisements of successful merchants in large cities that appear in your exchanges. Persuade them to take mail courses in advertising from some of the good correspondence schools. You might secure tuition certificates from some of them in exchange for advertising and give these to your largest merchants. It would pay you well. Then there must be an advertising writer on your paper, one who has taken a course in advertising and knows about the different sizes of type, the various faces and the entire technical end of the business. He should help advertisers in the preparation of their copy, and in doing this he would help the printer to as great an extent, as well-written and properly-arranged copy greatly facilitates his work. These remarks, of course, do not apply to foreign advertisers, as their matter is almost without exception prepared by professional and skilled writers.

The next requisite for securing the best returns from advertising is good position. I do not contend that advertisements should be sandwiched among news matter and the desires and feelings of readers ignored. This is neither necessary nor desired. But the make-up can be so arranged that nearly every advertisement in the paper will be given a good position and yet the reader not inconvenienced. This can be done by placing advertisements on both sides of the page, say one or two columns on the left and the remainder on the right side of the page with an occasional one at head or foot of intervening columns. Even though contract does not call for any specified position it is better to give all advertisements the best position possible not to the inconvenience of the reader and injury to the appearance of the paper. When the advertiser uses fixed amount of space regularly in every issue and copy is changed frequently it is better to give him a fixed position on a specified page. The reader will then know where to find the advertisement when he wants to look for it, and there will be many who will want to see it if they know it always contains some bargain offer. It is also important that in the make-up of a paper the different departments or classes of news matter be on the same page week after week. This is not only desired by the advertiser but it is of great advantage to the subscriber. The reader soon learns just where to look for everything, knows on what page he will find country correspondence, on what page local news, personal news, telegraph news and all the classes of news the paper is accustomed to containing. Many small papers carry out this idea of uniformity of make-up only as regards the editorial page, that being the only class of matter that appears on the same page at all times. In this connection it might be well to state that the live, important news should not be collected on a few pages and nothing left for the other pages but matter of a miscellaneous nature. Some of it should be put on every page and if it is necessary to use miscellany to fill up with let that be scattered on the different pages also.

One other thing is needed to bring the best results, and that is frequent change of copy. The same advertisement should not appear in two consecutive issues of a publication, except in certain restricted lines of business. Certainly department stores, dry goods and grocery stores and most retail businesses where a variety of goods is handled should change their advertisement every issue. The cost of composition should, of course, be added to the rate for space, and paid by the advertiser. Most papers outside of the large cities estimate the cost of composition at about 4c an inch.

In giving these principal elements that enter into the making of "Advertising Pay the Advertiser the Best,"I do not presume to cover the entire field embraced in the subject. If I had mastered the details of this problem I would not now be publishing a country newspaper, but would be occupying the soft berth of a millionaire, free even from the crashes of Wall street and the clashes of Lawson and Standard Oil.

EDITORIAL NOTES AND POINTS

BY BENJAMIN B. HERBERT, CHICAGO, ILL.

NEVER air personal grievances in a newspaper and never advertise your competitor by finding fault with his methods. If these are wrong, they will become known without your help. Talk about all the good things that you are prepared to do and impress all—in wise humility, truthfulness and clearness—with the services that you render, but devote no space to your competitor. Give a little time, however, to quietly observing, studying and adopting, in your own way, any of his methods that are better than yours, and secretly note and avoid his errors, mistakes or failures.

We hope that our newspaper friends are receiving the full honor and appreciation which is their due for the splendid services rendered their respective communities. We have just been reading a copy of the Milton, Wis., *Journal*, of December 1st, and admiring the splendid showing that is made, in text and half-tones of all the advantages, beauties and institutions of that progressive town that has lately become incorporated and has its village president, clerk, treasurer and supervisor. In fact, the portraits of, and what was said about, these officers, particularly attracted our attention and led us to think of the honest services by the paper that in all probability, preceded their election. Milton evidently made no mistake in choosing those who should administer her affairs. They are the most able, reliable and worthy of her citizens. The right kind of a newspaper has great influence, when judgment and discretion are used, in securing the right kind of officials, and therein can be constantly useful. The urging of the best men to accept positions of public trust and then the leading the people to see that good government depends upon the men by whom it is to be administered, are duties of the press and therein too is highest business wisdom. Unworthy place-seekers and demagogues do not have it in their power, either with money, favors or offices, to repay a newspaper for the loss of character, prestige and business that results from helping to place such unworthy and dishonorable men in positions of trust or power. A newspaper prospers with a community. Its weal is the newspaper's weal. Besides this, the reputation of a newspaper for strict integrity, broad, intelligent public spirit, and usefulness, with fearlessness in standing up against wrong and wrongdoers and for the best men and measures, is worth more than an endowment—vastly more than money, promised favors or graft or purchased friendship.

The Milton *Journal* is filled with matter that is helpful. This issue gave an account of work to secure money for a Memorial Hall fund; talks of the "Village of Happy Homes;" of the "Denominations" and their church buildings; of the "Lighting Plant;" "Business Center;" "Fire Department;" "Milton College," "High School" and "Public Schools;" "Milton's Opportunity" in certain manufacturing lines; the "Founding" and the "Founders" of the village; the "Sugar Beet Industry;" "Milton's Village Officers," and of beautiful "Koskonong," a historic lake, and popular resort for hunters, fishermen and pleasure-seekers.

We enumerate these by way of reminder, to all other local newspaper publishers, of how much there is in any community for treatment in entertaining text and for illustration in half-tones.

It is queer how quickly men will bite at a proposition in which they are made to believe that they are getting something for nothing. The advertising schemes that are successfully worked on that basis are beyond enumeration. We recently ran across one of these schemes that is somewhat new in details. The plan is to get a piano for as low a figure as possible, in consideration of the advertising that is to result to the dealer or manufacturer. Then figure it into a coöperative advertising arrangement, claiming it to be the piano company seeking to advertise the piano and that the piano is contributed without charge. Then charge twelve firms in different lines, thirty dollars cash as their respective shares of the advertising expense. Beat down the local newspaper and job printer and expend fifty dollars for the advertising and printing which the merchants are led to believe costs three hundred dollars. Put up the piano to be voted to the most popular local society and furnish each of the contributing merchants with ballots to be given away, one vote for every quarter's worth of goods purchased. Pocket two hundred dollars or so for the week's work required in getting up the scheme and move on to another town. Will the merchants bite? Of course they will, for they think that a piano company has made the present of a piano worth three hundred dollars—merely to help advertise their business and to confer a favor on a local society. They never imagine, for a moment, that they have paid for the piano and for all the printing and advertising and two hundred dollars to the promoter of the scheme. Men will go into a scheme like this who think it foolish to maintain regular advertising in a local paper that goes regularly to all the best people in their community. It is a new and ingenious adaptation of the trading stamp scheme, that requires no capital, as no money, except to the advertising writer, need be put up in advance. The merchants put up the money.

A life of negations is a failure.

The *Evening Leader* of Corning, N. Y., congratulates itself and readers on "New Linotypes, almost human in their operation," and a new "12-page Duplex press—that can do two-color work, print, paste, cut, fold, count and deliver the papers at a speed of five thousand copies per hour." The *Leader* is a bright, progressive paper and is wise in bringing the good news of its prosperity and of its preparedness to meet all increasing demands and expectations, to the attention of its patrons.

Always take your readers into friendly confidence and ask them to rejoice with you over all advances and new improvements, if not over the pieces of silver found to be accumulating in the till. Progress of a newspaper is an index to the progress of a city and all citizens are interested therein. The *Leader's* page illustrated talk about itself was of personal interest to its readers, and Messrs. E. S. Underhill & Co., editors and publishers, wisely said editorially:

> The strength of this paper has been the loyal support accorded it by the people whom it strives to serve, and it feels that its patrons will take pride in knowing that every effort has been and is constantly made to improve it.
>
> The additions to its plant just installed represent a heavy monetary outlay but it is felt that it is warranted. For 1905 the *Leader* has renewed its resolutions that it made five years ago: To print the best newspaper possible with the resources at command, to be fearless, impartial and reflect abroad in the highest sense the attractivenesss and advantages of Corning.

"Loyal support" is the strength of every newspaper and that strength comes from loyal service, well and cheerfully rendered. Publishers and printers, sometimes, are so unwise as to imagine that their callings demand support regardless of fitness or service. A greater error, than this of support owed, was never harbored in church or business. This world owes nothing to any man merely because of his position or calling. He who would be chief must render the greater service, must be the servant of all. The non-serving priest, preacher, teacher, professor or editor, has lost his savor and is to be cast out to be trodden under the feet of all men.

Assumed worthiness because of a calling, of dignity and sanctimoniousness, as claims for honor or support, have gone the way of the hellish doctrines of the divine rights of kings, nobles, aristocrats and prelates and are deemed as the badges of hypocrisy, dullness, cant, sloth and devilish selfishness; but service and worth are, or should be, everywhere recognized, honored and rewarded.

The York, Pa., *Dispatch,* of which Hiram Young is editor-in-chief, and he and his four sons, as a board of directors of the Dispatch Publishing Co., are publishers, devotes a full page of its issue of January 2nd, to descriptions and illustrations of its splendid new four-story building, 23½x230 feet in size, and its new three-deck Goss printing press. The descriptions are followed by a brief and interesting history of the paper which was established by Mr. York in 1864, under the name of *The True Democrat* "in response to a public demand for a newspaper in York that would support the cause of the Union."

Both morning and evening dailies are now published under one management.

The evening paper is known as the *York Dispatch* and the morning paper, which is the oldest daily paper in the city, as the *York Daily.* A large, well-equipped job office is also conducted as a part of the business.

The following, as to the growth and the meeting the demands thereof, will be appreciated by many who are now going through a similar experience, as well as by all who are interested in printing, but who have not had the opportunity of witnessing one of these great modern printing machines at work:

> The big new press of the *Dispatch* is a marvel of mechanical ingenuity. Nothing like it is to be seen in this or neighboring counties. Up to the time the *Dispatch* occupied its old quarters on East Market street this paper was printed on a single roll, eight-page machine. When four pages were printed on that press it could produce them at the rate of 20,000 copies per hour. When an eight-page paper was printed the speed was cut down to 10,000 or 12,000 per hour. When more than eight pages were desired an extra run was necessary and the additional sheets had to be inserted by hand. The pressure of advertising had become so great that the problem of making extra runs for supplements had become an expensive item in producing the paper, not to speak of the delay and inconvenience incidental thereto. Then a ten-page paper could not be produced. Often the *Dispatch* was compelled to produce twelve pages when ten pages would have held all its matter. Thus two pages more than was needed ate up all the revenue from the additional page. The growing circulation also had become too large for the old press to produce in time to make the mails. To overcome these problems it was deemed advisable to make a big investment in a modern machine of greatly increased capacity. After a thorough investigation it was decided to buy a Goss three-deck perfecting press. The old press had but one deck and printed from one roll of paper. This wonderful new machine is practically three machines in one. It has three separate sets of printing cylinders and three rolls of paper are used at one time. Each set of printing cylinders is capable of printing eight pages. Thus 24 pages can be printed at one time. If circumstances should make it necessary the *Dispatch* can come out with 24 pages all printed and delivered folded in one operation. In addition, 20 pages can be printed at one time, or 16, 12, 10, 8, 6, 4 or 2 pages, just as might be desired. Up to 12 page papers this press will deliver its finished product, folded ready for delivery at a speed of 24,000 copies per hour. When printing 16 pages or over, papers are delivered from the press at a speed of 12,000 per hour. An interesting feature of this wonderful piece of machinery is the operation of printing 6 or 10-page papers. To produce the two extra pages a half width roll or web of paper is run between two cylinders carrying plates of the two extra pages. When the impression of these plates is made on the paper the sheet is automatically conducted into its place between the other pages and pasted into position. When the pages are thus assembled into their proper order they are mechanically conducted into the folder, where they pass through knives and are cut off and folded into proper shape and delivered ready for distribution. A feature of this three-deck, or triple printing mechanism is that should one of the decks become unserviceable because of accident or disarrangement, it can be cut out and the rest of the press operated. Two decks can be cut out if needed. Thus one press is practically three machines, any one section of which can be operated independent of the other.

This issue gives a complete roster of the editorial, reportorial, business and mechanical force, of the two papers, numbering in all one hundred and twenty-five. We believe the giving of these names is good newspaper policy. People are certainly interested in those who make and furnish the newspaper that they read. When the *Daily Dispatch* was started in 1876, one editor and a half dozen other employes, including printers and pressmen, did all the work. The workers have been increased eighteenfold and the capacity of the presses at least a hundredfold.

Two hours lost in the morning makes sixty-nine days or over two months and a half of working time in a year, and yet many managers of printing offices fritter away the first two hours of each day while all the members of the whole force are dallying over work because the proper direction and push have not been given to start every department and every man toward the accomplishment of work in hand. The whole establishment, to a greater or less extent, wastes

two hours working time each day waiting for orders or directions and the habit of dallying continues through the day. This kind of management means failure. Time is capital in a printing office.

Practical ideas and system are the two things that win and are especially necessary and essential in a newspaper or printing office. A man without ideas has no place in business or in a trade in this day. Such an one should the rather be a sweeper in a livery stable and even there, ideas would make work more effective. No one can set type or run a press, much less figure on work, plan for its economic or profitable production, look after customers or write readable, pleasing, winning editorials, news items or locals without ideas. An idea is the motive power, the electric force, the dynamo of the brain, and system is the directing, controlling power, the balance wheel to the engine, or the rudder to the ship of business, that directs the course to avoid the rocks and whirlpools, and that insures anchorage in the harbor of safety and success. Ideas and system, however, are of little use if they do not increase and better production or save time and waste. Time is the great desideratum to the printing and newspaper office as well as to all mortals. With nine hours as a working day and the limit of active life in business placed at forty years, allowing two weeks or twelve days annually for a vacation, even if always in good health, a man has only a little over eleven years as measured by the sun and seasons in which to work. But in a printing or newspaper office it is not the loss of the time of the one man alone that works the great loss, but the retarding the work of a score or a hundred, and the delay in the work or the paper that incommodes or disappoints others, causes dissatisfaction and drives away business.

One of the great troubles of many business men in the matter of advertising is that they make no distinction between notoriety and true fame or reputation. A man may become noted by painting his name on every fence board or post, on every barn, projecting rock or hillside, but no real public estimation is gained thereby unless it be an ill estimate of the man as an intruding nuisance. All valuable advertising must give information that is convincing, and pleasing instead of being offensive, and hence must be so truthful as to be made good to the satisfaction of the one influenced thereby. The natural place for advertising is in the newspaper that exists to give information, to tell the truth about events and business.

Humility is a cardinal virtue but is not inconsistent with a daring spirit. Humility leads to a right estimate of your own powers, but does not necessitate the overestimating of the abilities of others, but only the taking them at their real value. If you have weaknesses, others are not free from them and it is determination that overcomes them. Not the strongest nor the most brilliant men have won the prizes of life, but those who have understood and used their powers to the best advantage. It is the will to do and the boldness to use one's powers to the utmost limit that conquer difficulties.

Cultivate all your powers, but above all cultivate the will and self-reliance. Dare to speak out, to attack, to stand alone, if need be. Difficulties often vanish at the first blow. Remember that you alone must determine your own destiny and that it is better to try and fail than not to try at all. In nine cases out of ten, there is no need of failure. Follow your own counsel after kindly receiving all the wise advice that may be tendered, but remember that you are, or ought to be, the best informed as to your own business, your own plans, your own abilities. Yours is the inside view. The outsiders only see some one salient point. They have no time or disposition to examine the details and generally their advice is as unreliable as their information is limited. Better, a hundred failures than the making no attempt at all. While guarding in every possible way, against failures, do not exaggerate their consequences. It will make no great difference a hundred years hence, so be unafraid. It has been said that a failure is the letter "A" in the alphabet of success. It often so proves, if we only learn instead of being discouraged by a failure. "Attempt" is assuredly the first letter in the alphabet of success.

Daniel Boone used to say that one of his secrets of success in fighting Indians was that of considering carefully what he would do if in their place, with their characteristics and modes of warfare. Human beings are not so different, whether savage or civilized. It is wise frequently to put yourself in the position of your reader or customers and to consider what would be most useful, pleasing and acceptable to yourself in like situation, conditions and surroundings, with like education and tastes and with like designs, aspirations, and ambitions and the like business to promote.

Clearness is the first essential in writing whether of news, editorials or of advertising. Ambiguity is the worst enemy of the reading and advertising columns of a newspaper.

Sneers and growls seem to attract certain classes of mentally and morally dyspeptic newspaper readers, but hopefulness, good nature and good cheer are vastly more nourishing as daily food. Pepper may be all right to stimulate action in morbid digestive organs but even newspaper readers cannot live on pepper alone. There are times for criticisms but these avail nothing, or very little, where they are made the rule instead of the exception. They are effectual when they are only used in cases of necessity, with regrets for the necessity. An eternal snarl becomes disgusting and extremely wearing and unpleasant.

We do not believe entirely in the idea of sinking personality in newspaper work. There is a power in personality that should be used and not be abused. The people like to know of the persons whose writing they read, either in news, stories or editorials. We believe that a newspaper would gain and not lose by publishing the names of its entire force, business, editorial, reportorial and mechanical, in its columns. We believe, too, that every member of the force would be spurred to better work by such publication. Personality has no small nor unimportant place in advertising and effective advertising is just as important to a newspaper as to any other business.

The *Democrat,* of Memphis, Scotland County, Mo., is in its thirty-fourth year, and adopted, with its January 5th issue, the eight-page form, six columns to the page, increasing the size of its sheets by 192 inches. A new Babcock printing press has been installed and there are other evidences of prosperity. The advantage to the advertiser of the change of the form of the paper is pointed out as follows:

Another advantage in an eight-page paper is to the advertiser. The advertisements will not be crowded on a few pages, but will be arranged over the eight pages so as to give all or most of them a position next to reading matter.

The modern eight-page form is certainly more convenient for the readers and also permits the better arrangement of the matter under proper departments. The *Democrat* properly eliminates advertising from its first page and presents a bright, clear, finished appearance.

Four free lectures have been delivered during the past two months in the lecture hall of the Boston Public Library under the auspices of *The Printing Art* on the history and art of printing. The first lecture, December 1st, was by Will Bradley on "Type Display in Modern Printing;" the second by Wm. Dana Orcutt, December 15th, "Typographical Evolution;" the third, January 19th, by J. Horace McFarland, "The Making of Books;" the fourth, January 26th, "Symbolism of Form and Color," by Henry Turner Bailey. The popular interest in printing as well as in newspaper making has greatly increased in the last few years. The one is coming to be recognized as an art and the other as an educative profession. The two callings are in a very important sense to be classed among the important industries, but they are more than this because they have very much to do with imparting knowledge, with advancing not alone business but the arts, sciences, religion, ethics, and good government. George Frangoudis of Athens, Greece, said in an address before the World's Press Congress at St. Louis, what is coming to be recognized of the newspaper press around the world:

Some people think that journalism is simply an industry, and that we make much money out of it. I think that journalism is not an industry like shoe making and brewing and other kinds of business. I think that journalism is a power even greater than the courts of justice. Hence I wish that this congress would make some declaration of principles which shall guide the world, principles that shall govern social and political institutions of the state; and then we must work for the advancement of our ideas, not for making money but for the advancement of modern civilization.

The great works of printing and newspaper making have come to be the advancing the civilization of the world.

In the early settlement of the West the large cities were built on the west banks of our rivers. The early pioneer never came to a stream without crossing over and building on the farther side. Later increasing populations have spread over to the eastern shores. These thoughts come from having just received a copy of the *Daily National Live Stock Reporter* of St. Louis, Ill., or East St. Louis. It is a great sixteen-page paper and tells of the wonderful growth of its city that has increased over a hundred per cent in ten years and seventy per cent in the last four years and now has a population of over fifty thousand, with a real estate valuation of $50,000,000, and the largest horse and mule market, one of the largest stock yards and four of the largest packing houses in the whole world. It is not our province to write up the wonders of the place but only to commend, by way of example and suggestion, the excellent manner in which the *Reporter* handles the interesting facts and statistics. The first page is given up to the stock market and a complete showing is made of the year's receipts amounting to the magnificent totals of 1,074,126 cattle; 4,954,902 hogs; 687,896 sheep, and 181,341 horses and mules. These statistics are handled most interestingly, giving record making days, the receipts by states, for months and for the last thirty-one years. Then the fine breeds are given and then special statistics as to different breeds. A most interesting history is given of the horse and mule market and many items set forth as to history and present condition. On the last page, the growth of the city is set forth, its advantages and public improvements enumerated, in one and two-line items. These brief facts about the city are given in a most forcible manner. These items fill a column and set one to thinking as to how many good things can be said about a city that are really important, with the power to interest and to influence. We give the following three paragraphs or brevities as suggestive examples:

It is the most profitable manufacturing place in the world.
It has inexhaustible coal fields only two miles distant.
It has the cheapest coal for manufacturing and private purposes in the world.

Remember, that a word in cold type sinks deeper and lasts longer than a word merely spoken, and may rise up again after many days or years to confront you.

Printed words have a real immortality and should be treated with the consideration due immortals. Words spoken may be forgotten or, if remembered, may be explained away as having been used in a different sense or in a different connection and no one can positively assert that the remembrance thereof is absolutely accurate or correct. It is not so with the printed word. It may be submerged for a long time; may be buried and forgotten, but is likely to come to the surface again, to be resurrected at any time, and it always comes up in its original form, not changed or transfigured, with all its original meaning and association fully preserved. "A bad penny always returns" with all its badness and worthlessness, so does a bad word once printed. Be careful as to what you print. No wonder the wise man said, "O, that mine enemy would write a book." To have a bad enemy on record in a book or in print is the most effective means of having him at your mercy. See to it that you print nothing by which you are not willing to stand or that puts you at the mercy of your enemies or your rivals or competitors. Print nothing that will dishonor yourself or cause sorrow to your friends or injury to your patrons, or unnecessary pain to anyone. Better to forgive and forget a wrong than to inflict a wound. Words fittingly printed are like apples of gold in pictures of silver, but unkind words, a spiteful, angry, inconsiderate, vile word once printed is like a diseased, rotten, filthy apple cast in a bin of healthy fruit, it may cause all to become diseased. The impure word may destroy all the good fruits of a whole lifetime. But how blessed are pure words of encouragement and of kindness, of knowledge, wisdom, love and truth. Never were we more gratified, as an edi-

tor, than by being told by a gentleman how pleased he and his wife were with an editorial that we had written in all kindliness, but that had nothing personal in it, and that his wife had cut it out and preserved it in her scrap-book; then again, when a father told us that he was cutting out and preserving in a scrap-book, for his boy to read, a series of articles that we were writing under the caption of "Our East Window." Doubtless many other editors have had similar commendations. It is good to get near to the hearts of one's readers and such testimonials of genuine appreciation for words fittingly written are no small rewards to the true editor. The thoughtful, approving voice from the home is worth a thousand times more than the reckless, thoughtless acclaim of the loafers on the street corner. Be an independent thinker, but watch your pencil when writing to print in the columns of your paper.

The Philadelphia *Bulletin* is now classed with the six most widely circulated newspapers in the United States, having made an average net gain of 38,728 during 1904. The *Bulletin* issues a table showing the net circulation for each day of the year, eliminating all damaged, unsold and returned copies. Speaking of its statement the *Bulletin* says editorially: "It forms an interesting study of the constant progress of a popular newspaper in the favor of its constituents." The publishing regularly of such a statement is a constant spur to greater endeavor, to the making of a better showing each day, each week, each month and each year. It is the kind of statement that shows honesty and candor and wins advertisers as well as subscribers.

The unwound clock runs down and stops; the unadvertised business runs down and fails.

The Oklahoma *Hornet* of Waukomis, has a department of brevities under the caption of "Pepper and Salt." Salt is said not only to be the elixir of life but good for the stings of a *Hornet*. However, this particular *Hornet* has more pepper than stings. Here are a couple of its "Pepper and Salt" items: "Do not be a home destroyer. If you can't do something to make other people happy don't do anything." "Let your light shine so that it will be beneficial to others, and hide your faults under a bushel. Some people may need several measures to cover their own faults." Making other people happy is the mission of the press and this is to be accomplished by gathering all the light of events and sending that light forth through the columns of the paper.

The Amsterdam, N. Y., *Evening Recorder* celebrated the close of the year 1904 by placing an order for a two-roll newspaper perfecting press with a running speed of 20,000 eight-page papers or ten thousand ten, twelve or sixteen-page papers, per hour. The order was made necessary by the increase of advertising patronage, necessitating running more than eight pages. The prosperity of the readers of the NATIONAL PRINTER-JOURNALIST is always a source of great pleasure to the editor of this paper. This prosperity, we are fully assured, comes in no small measure from having benefited by the methods, views, knowledge and experience, culled from the most successful newspaper makers all over the Nation, and published in this paper, as well as from individual experience and enterprise. Mr. Wm. J. Kline, the editor of the *Recorder,* is one of the honored members and Vice-Presidents of the National Editorial Association. Not only has he been a faithful reader of the NATIONAL PRINTER-JOURNALIST for sixteen or seventeen years, but he also has been a faithful attendant on both the New York and the National Editorial Associations, and has been not only ever attentive as a learner but ever active in devising and promoting better methods in newspaper making. His addresses have been interesting, instructive, practical, useful and inspiring. As President of his own Association he exerted a highly beneficial influence and won honor and friends. His successful and honorable career shows that it pays to study the calling both through the journal devoted thereto and through the interchange of views and experiences among members in organizations for mutual benefit and for the promotion of the interests of the calling.

OF INESTIMABLE VALUE.

GLENWOOD SPRINGS, Colo., Dec. 30, 1904.

B. B. Herbert, National Printer-Journalist, Chicago, Ill.

DEAR SIR:—Enclosed find my personal check for $2 for my subscription to your journal, which I appreciate very much because of the assistance it has been to me the past six or eight years. Every year I get an economical streak on and conclude to cut off some of my papers like the farmer, but when I come to yours I have to stop. I cannot do it because of the gain your work is to me. There are months when it contains matter of inestimable value. This is true of your last—December—issue, and what I consider of most value is the report of the doings of the State associations. Along the line of association work I note that the boys over the Nation are waking up to their duty, or rather beginning to realize the necessity of legislation. The Colorado Editorial Association took up the matter of legislation in 1901 and succeeded in clearing the decks so they now have but one rate on the statute books for legal publications, whereas in former years three or four existed. The rates then existing seemed to be confounding to the county officials and also to the judges on the bench, as the boys found when they took one or two cases up to the Supreme Court, and that body of distinguished judges advised the printers to go back and make a contract for the work on some one of the rates existing on the statute books, which varied from 30 cents to 75 cents per folio. We now have on the statute books but one charge for legal publications of all kinds, and that is 7 cents per line for the first insertion and 4 cents per line for each additional insertion, nonpareil, 12 lines to the inch, 13 ems. This law has superceded all others, and if we should have a case now the question of rates would be eliminated.

We have a strong organization and the boys over the State are alive to the work on hand and to a man the 365 workers in newspaperdom are standing by the association. We have nothing to fear except the lack of interest in legislative matters. As president of this organization I was approached by a legislator who has prepared a bill calling for the publication of the tax schedule of each county in the State, wanting to know if the association would accept a lower rate than 7 and 4 cents to be attached to the bill. I assured him the association would consider no rate except the one now on the statute books, for the reason that every

legislator introducing a bill calling for a publication would attach his rate and the printer would be in the same position as formerly. I assured him it was better not to have the bill introduced than to destroy the present law, which he was attempting to do by tying a rate to his proposed bill. I hope I have made this plain, for I believe the editors should endeavor to keep out of the courts, but if they have to go in they should endeavor to get there right. Your article on the meeting of the Oregon Press Association is of value and their work will be watched with a great deal of interest. We have some laws we would like to get on the statute books, in regard to affairs of each school district in the State. We have a law now calling for the publication of the county commissioners' proceedings and we would like to have one requiring the publication of the proceedings of the town and city councils.

Our association compiled and printed 300 to 500 pamphlets containing the laws of the State governing publications on all subjects ordered by the statutes, and I think it has been of some service to the business office of every newspaper in the State. I hope your reports of the doings of the different State organizations will always contain the laws and legislative matters considered before each body.

As president of the Colorado Editorial Association I have traveled around over the State in the interest of individual members without being authorized to do so by the by-laws and constitution. I have found a few cases where I felt a visit to certain county officers would assist in allowing bills to local printers. Some visits were made unsolicited while others were made by solicitation. The executive committee of this association have been attempting to show to every newspaper man in Colorado that the association was formed and conducted especially for him or her.

Yours respectfully,

H. J. Holmes.

TYPICAL AND INSTRUCTIVE NEWSPAPER BANQUETS.

OVER a quarter of a century ago, we visited Duluth in charge, as President of the Minnesota Editors' and Publishers' Association, of an editorial excursion to the "Zenith City of the Unsalted Seas." We there met Mr. R. C. Mitchell, the then editor and publisher of the Duluth *Tribune*. He, with the Mayor and citizens of Duluth, gave the editors a warm-hearted welcome and we have always had a warm corner in our heart for him ever since. We were pleased in glancing over a copy of the Duluth *News Tribune* of January 3, 1905, today, to see that he was one of the honored speakers at a banquet given under the direction of the present manager, Mr. Millie Bunnell, to all the employes of the paper. This recognition was naturally very gratifying to him and he said, among other things:

This occasion carries me back to a third of a century ago when I established a newspaper that was destined to become the Duluth *News Tribune*. I have assisted to the extent of my ability in the upbuilding of Duluth, and the establishing of the *News Tribune* is to me one of the most gratifying things that I have ever accomplished. The paper now takes its stand among the metropolitan journals of the country. I regard the *News Tribune* as my child and rejoice in its prosperity. I am glad that it is in the hands of men of news instinct and business enterprise. I take this occasion to wish the management and the employes of that paper much happiness and prosperity.

It is doubtful if anything else in this world takes a stronger or more enduring hold on a man's affections than a newspaper that one has worked long and arduously in establishing and conducting. It becomes as precious as an only child to the heart of a fond mother. We are glad that the present paper has become so worthy as to be a subject of real pride to its early founder.

Manager Bunnell struck the true chord. He said:

The *News Tribune* family is larger than I had supposed it was. Certainly there is no evidence here of newspaper race suicide. I have arranged this *News Tribune* dinner to impress on you my position of the "old man" of the family. You all know how necessary it is for the success of a newspaper that all departments shall work in harmony, and with friendly loyalty. This condition of affairs is more necessary in the making of newspapers than perhaps in any other industry. Harmony and loyalty, I am glad to say, have always existed on the *News Tribune* to a remarkable degree, and such success as the paper has achieved is due to this fact. Without this friendly coöperation the paper could not have been a success, and to the men and women employed on it is due the remarkable growth that it has enjoyed and does enjoy.

I wish to thank you all on behalf of the *News Tribune* company. If by this gathering, even more friendly relations may be established the time will have been well spent. Personally I wish to express my thorough appreciation of the good will you have all shown toward me. I wish you all a happy New Year.

There were seventy-nine present at the banquet. The tables were arranged in the shape of a letter U with the Manager at the head of the table.

On December 29th the *News Tribune* management also gave a banquet to the sixty carrier boys of the paper. Half-tone illustrations and interesting accounts of both banquets were given by the paper and so worthy as to be a subject of real pride to its early founder.

The occasion that called forth the remarks quoted is itself worthy of note and highest commendation.

There is no one thing more important in a newspaper or printing office than perfect harmony or good feeling between all the members of the force, all the departments and the manager. Loyalty to the paper and a genuine *esprit de corps* result therefrom, and such social occasions, reunions, eating and talking together, are excellent promoters thereof.

In the opening of the speaking at the banquet, which was a royal feast given on January 2nd, the legal New Year holiday this year, the banquet to the boys was so model an affair, so full of suggestions as to the manner in which such an occasion can be made pleasing and instructive and hence very valuable to a newspaper that we know the readers of the National Printer-Journalist will be benefited by reading the following account of the same:

Three long tables were filled when Rev. Roderick J. Mooney, who invoked the divine blessing, was introduced by Edward Armstrong, superintendent of circulation. Typical young business men, the boys presented the appearance of much older persons and maintained the most orderly behavior throughout.

SOME CLEVER ENTERTAINERS.

At the conclusion of the repast Miss Mae Wylie rendered several elocutionary numbers. "Old Abe" and "The Serenade" were accorded the most careful attention and brought forth merited applause from the guests. Miss Wylie also read James Whitcomb Riley's "Raggedy Man," in a pleasing manner, and in response to enthusiastic demands for an encore recited "The Family Drum Corps."

William A. Coughlan, a local ventriloquist, entertained the boys with his clever efforts and it was with difficulty that he succeeded in leaving, so insistent was the applause. His imitations of barnyard fowls and the efforts of little folks making their initial appearance in public as singers and reciters were especially pleasing. Mr. Coughlan is a ventriloquist of more than ordinary ability and his rendition of "a man on the roof and one in the basement," with interesting dialogue, was warmly approved.

Rev. Mr. Mooney addressed the boys, outlining the elements of successful business life. "I was just trying to figure

out this morning," said he, "what kind of boys I was going to speak to this afternoon. I want to congratulate all of you on your manly appearance. I want to thank you for your splendid devotion to duty. It speaks remarkably well of this town to see such a well-behaved and intelligent lot of boys here today.

ELEMENTS OF SUCCESS.

"I was asked to speak of the elements of success. First of all, boys, be straight. You all know what I mean when I say 'straight.' It contains the essence of the ten commandments. You must be loyal to your fathers and mothers, for in being so you lay the foundation of a loyal manhood. Be loyal to your employer now and all time. Let not the temptation to skip a customer, who perhaps, lives a little out of the way, or whom you may not like, influence you. Go on doing your duty as you find it and success will come eventually. Be true as steel and genuine at all times. Have no use for the hypo-

Clear Creek Canon, Colo.

critical boy, but be straight and help your comrades to be so.

"The possibility for the boy doing wrong in this day is great, but the lad who has the desire to be straight and the sand to stand for what he believes is right, is in no danger."

Mr. Mooney touched upon the little temptations of boys' lives that lay foundations, if yielded to, for an undesirable manhood. He spoke of the boy who, by drinking a little, or gambling a little, or indulging in other petty vices, thinks he "is making a man of himself." "This is a mistake," declared Mr. Mooney. "The boy with the sand and desire to be straight knows better and will succeed where the other one fails.

"It is easy to see the 'straight' things we ought to do, but it is difficult sometimes to have the sand to do them. These two are the elements of a magnificent manhood." In closing Mr. Mooney cited the examples of men well known to the boys, who, from a small beginning have accomplished great things through laying proper foundations of honesty, perseverance and proficiency. He said that within a very few years every one of the youths before him would achieve success in life if the proper foundation is properly laid now."

CIRCULATION MANAGER TALKS.

Edward Armstrong, in a "little shop talk," admonished the boys to be industrious and to guard well their reputations.

"You are merchants, each of you," he said. "Among your items of stock in trade the most important is reputation. Let your customers know that you can be thoroughly relied upon to deliver the *News Tribune* promptly, for upon you rests a great responsibility."

At the conclusion of the remarks by Mr. Armstrong, Roy Blake, who had presided at the piano during the dinner, played "America," and the lads joining in the National anthem, filed from the dining room.

THE KANSAS STATE PRESS ASSOCIATION.

The Kansas State Press Association held its annual meeting at the Commercial Club Rooms, in Topeka, on January 16th and 17th, with an evening session and reception in Representative Hall, Monday evening, and a reception Tuesday evening by Governor and Mrs. Hoch, at the Executive residence. The following was the instructive and enjoyable program:

At 10 a. m., Monday, the Executive Committee met to receive and pass upon applications for membership.

At 11 a. m. a short business session of the Association for miscellaneous work, and the appointment of committees on resolutions, credentials, memorials, laws of the association and auditing, was held.

In the afternoon at 2 o'clock President Herbert delivered the annual address.

The Needs of Newspaper Legislation was presented by Senator George Tucker, of the Eureka *Herald.*

Mrs. Jennie McMillan spoke on the topic, "My View of a Local Paper," and then other members gave their views.

Dr. J. E. Roberts, of Kansas City, delivered an address on "What a Newspaper Should Be."

Two Minute addresses were made by Kansas newspaper men and statesmen.

On Tuesday morning at 10 o'clock D. O. McCray discussed "Should the Newspapers Be Read in the Schools?"

"Does Job Printing Pay at Present Prices?" by J. P. Campbell of the Clay Center *Dispatch.*

Miss Anna Carlson, of Lindsborg, gave her opinion upon "The Woman and the Newspaper."

The Tuesday afternoon session began at 2 o'clock with a paper by A. C. Miller on "The Advertising End."

"The Linotype in a Country Office" was discussed by Chas. A. Southwick, of Clay Center.

The Question Box.

All newspaper workers were requested to come prepared to propose and discuss matters of interest to the trade. All such were at liberty to take part in discussion and consideration of the following topic questions:

"Would Country Correspondence Be Better if Paid For?"

"Do the People Appreciate Partisan Politics in the Local Paper?"

"Isn't Coöperation Better Than Competition?"

"What is the Best Way to Dispose of State, County and City Printing?"

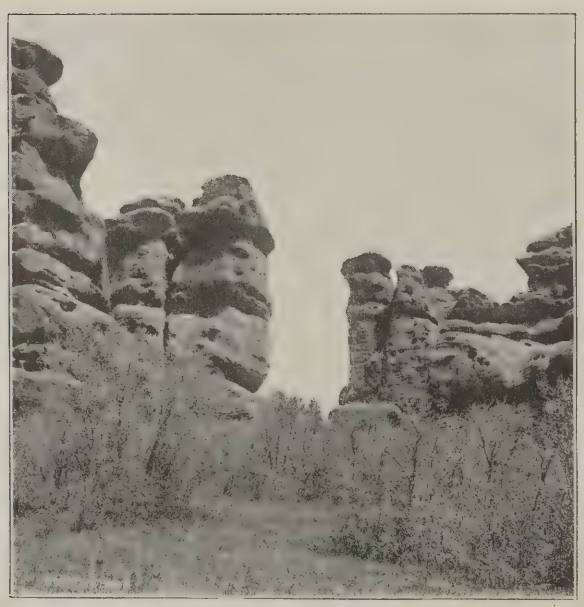
Report of Committees.

Election of Officers and Delegates to the National Editorial Association.

President Ewing Herbert designated the meeting as "a family gathering of the newspaper men of the State, to discuss family affairs," and added that the balance of the year will be time enough to talk about other people's troubles. The officers of the Association in charge of this convention were: President, Ewing Herbert, *World,* Hiawatha; Vice-President, Miss Estelle Riddle, *Messenger,* Minneapolis.; Corresponding Secretary, J. E. Junkin, *Bulletin,* Sterling; Recording Secretary, Mack P. Cretcher, *Pantagraph,* Sedgwick; Treasurer, J. M. Lewis, Jr., *Graphic,* Kinsley.

Royal Gorge on D. & R. G. R'y, Denver

Toltec Gorge on D. & R. G. R'y, Colorado



Perry Park, Colorado

Scene in Garden of the Gods, Manitou, Colorado.

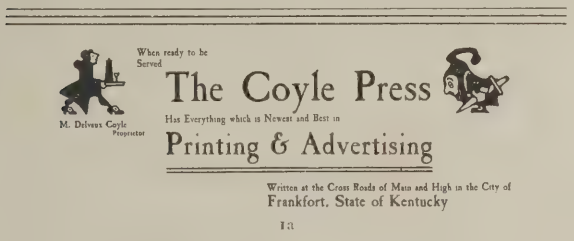
SCENES IN THE MOUNTAINS OF COLORADO.

MORE WORK THROUGH PUBLICITY

BY HARRY A. WOODWORTH

Address all Communications for this Department to
349 Jarvis Street, Toronto, Canada

THE "Mission Toys," whose history and adventures we read of in the modern chap-books issued by the American Type Founders Company, appear to have leaped at once into popularity. Some of the best examples of their use have just arrived from our old friend, M. Delvaux Coyle. The series of new stationery used by the Coyle Press is so original, yet so good as to composition, wording and ornamentation, that it is reproduced (Nos. 1 a, b, c and d). The Mission series of ornaments serve, likewise, the purpose of illustration, and are so used by Mr. Coyle, although it is doubtless hard to conveive just what the gentleman in the one-piece garment is represented as doing, or being about to do, with the stiletto, which he so fearlessly holds by the blade. The American Type Founders Company thus employ him to illustrate an advertisement of fairy tales, but he is probably used, unlike the waiter, more for ornamentation than illustration on Mr. Coyle's letterheads (No. 1a). These ornaments are made, of course, for use with two colors as well as with one, and the tint-block used by Mr. Coyle is in all cases used with a bronze red. Plain black and white will by no means do justice to the force of these pages in their original types and inks, especially as I have no time to retouch the drawings so as to show where the black is superimposed on the red. The stock is corn Old Hampshire Bond and the upper rules being in red, as is one of the blocks. No. 1c has the pen and the inkwell in brown, as are the words "Printing and Advertising," and the balance is in black. This is, of course, an envelope corner, and the ornamentation is appropriate, both to the ad-writing part of Mr. Coyle's business, and to the fact that it is an envelope corner. No. 1d has the rules in green and the balance in red and black. Why Mr. Coyle should add another d to the word "ad" is a puzzle, unless

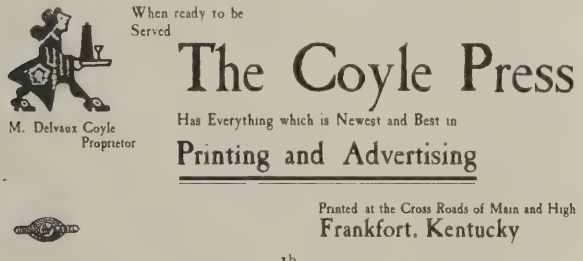

When ready to be Served
The Coyle Press
Has Everything which is Newest and Best in
Printing & Advertising
M. Delvaux Coyle Proprietor
Written at the Cross Roads of Main and High in the City of
Frankfort, State of Kentucky

1a

1c

1d

he means to show that such writing as he does (of which we have had many samples in his *Imp*), increases the business of his patrons. The design takes rather more than half the space at the top of the letterhead, and the rules run off the sheet in the printing. This is a style that Mr. Coyle has used before, and I criticized it then as being odd, without much beauty, but this design has the beauty as well as


When ready to be Served
The Coyle Press
M. Delvaux Coyle Proprietor
Has Everything which is Newest and Best in
Printing and Advertising
Printed at the Cross Roads of Main and High
Frankfort, Kentucky

1b

The Coyle Press
M. DELVAUX COYLE Proprietor
Printers of Most Anything
At the Cross Roads of Main and High in the City of Frankfort State of Kentucky
191
Sold to

1e

and the line "Printing and Shorthand Advertising" are in green. The cuts, as has been already stated, are in bronze red. The type is in a bronze blue-black, which, of course, lends the effect of purple. The initials "T," "C," and "P" are in red as are the underscoring rules. Mr. Coyle has lately become a rival of The Sanderses in the harmonious use of brilliant inks. A new card of Mr. Coyle's is given as No. 1b. This will serve as a study of the use of a similar design in a different measure. This type is in red and black, the three initials and the words "Printing and Advertising"

the bizarreness. I consider the whiting-out of some of these pages is particularly good.

In a characteristically kind letter written since the last installment of this department appeared, Mr. Coyle, in thanking me for complimenting his work, says: "But had you given me a good 'roast' I would have taken it in the same manner, as I know your aim is to help the 'boys,' and I profit by your review of my samples, be the criticism favorable or not." Well, this invoice blank (No. 1e) certainly gives a chance for the unfavorable kind of criticism, although the type is modern. One would hardly suppose it was from the same office as the specimens just shown, unless one considered that originality was there—but in this case,

originality run wild. The initials and the line, "Printers of 'Most Anything" are in red, in pretty poor register on this particular sample. It is a mightily poor piece of composition. It has but a half-inch margin at the top, and there is no proper balance in it. It is a particularly difficult undertaking to make a job look like 'most anything, in a series like Engravers' Old English, when one line is so widely spaced as is this heading. The omission of commas in the "long unlovely" address line does not add to its beauty, and certainly not to its sense. The Italic line looks like a stranger in a strange land. It is in a particularly inharmonious position. The job would be improved greatly were it omitted, and then, perhaps, it would not have been such a very bad piece of composition of the freak order of composition. It is so different from the Coyle Press' usual work that it is notable. But Homer nodded.

PLAIN FACTS PLAINLY TOLD ARE MORE CONVINCING THAN WHOLE STRINGS OF SUPERLATIVES.

That Mr. Eugene Biggers is an artist and has, in the words which his former boss, Hal Marchbanks, is so fond of quoting, "found his work," is becoming more and more evident. I can give some idea of the typography of some of his recent work by reproduction in these pages, but, of course, am unable to do more than talk about the symphonic color-

From Biggers's Print Shop

Sign of the Golden Dragon on Collin St Good Printing

Corsicana, Texas

2

schemes and the admirable presswork. Specimen No. 2 is a widely-margined letterhead. Surrounding the upper part of the page and at the lower margins are die-stamped rules, which greatly add to the beauty of the job, but which cannot be well reproduced. The faint outlines are particularly pleasing on the Kenshaw stock. The ornaments are in green, and the initials "G" and "P" in a reddish brown. It does not even do justice to this job to omit the familiar sign of the Golden Dragon, whose inner part is about one and three-

THE AMERICAN TYPE FOUNDERS COMPANY

world's leading maker and designer of Borders Ornaments, Rules and Type

252 & 254 Commerce Street

DALLAS, TEXAS

3a

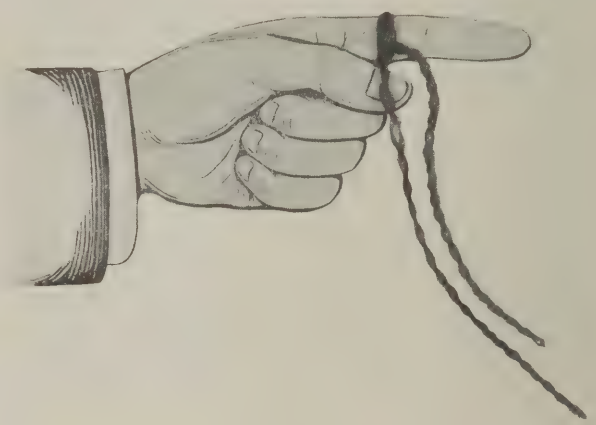
THE AMERICAN TYPE FOUNDERS COMPANY

world's leading maker and designer of Borders Ornaments, Rules and Type

DALLAS

3b

quarter inches due south, and certainly embellishes the job. Mr. Biggers' use of the "Mission Toys" is as striking as that of Mr. Coyle, already mentioned. Take, for example, this envelope corner (No. 3a), with the ornaments in red and black and the word "Type" in red, and the balance in black, on a fawn shade of Damascus Bond. This ornament should hardly be classed as a "toy." It is, however, a very Bradley-ish design, and the toys have certainly the earmarks of Bradley. As I reproduced both the envelope corner and the letterhead design of Mr. Coyle's, in order to show what I might call the difference in their similarity, I shall do the same for Mr. Biggers' work. That initial "T" (in No. 3b) is a familiar one in Mr. Biggers' work, and it is an admirable one, though some might think it did not harmonize with the Clarendon Text, but I am afraid such a criticism would be hypercritical. This is a combination of the new style of composition with a tasteful instance of the paneling which has been so prevalent of late years. The new style is rather easier to compose than the old, but it must be carefully handled in order to make a really artistic job. It seems to me that a good many of the designs in the "chap-books" are rather too freakish and induce too much difficulty in reading to be satisfactory in advertising matter for any great



Simply a Reminder that BIGGERS' printing is *better than ever*

4

length of time. Some of them are regular games of logomachy. Such printers as Mr. Biggers, however, may be trusted to join modern ideas to that originality and lack of freakishness which are so necessary to advertising. Mr. Biggers uses the secretary of the "Mission Toys" on stationery, which will probably be reproduced later. One would think one were being invited to a wedding, upon receiving a square white envelope enclosed in a square white envelope, which is one of Mr. Biggers' latest plans of drawing attention to his print shop. The sheet of paper which the inner envelope contains possesses, however, a different short of interest. The first page will, I trust, be reproduced as No. 4. The picture of the fist is cut from flesh-colored stock and pasted on the note paper. The string is a genuine bit of scarlet yarn. This is, of course, in keeping with the ancient and approved way of keeping a fact in remembrance, and the little bit of composition beneath the first is so tasteful that it should "help some." The ornaments are red and green, and the initials are red. It is not often that caps, lower-case and italic can be contained in two 13-em lines, but surely this arrangement has both advertising and æsthetic force. In this job it is also a study in really artistic irregular spacing.

THE BETTER THE ARTICLE THE LESS ADVERTISING IT WILL NEED, BUT THE MORE IT WILL BEAR.

The envelope design reproduced as No. 5a was handed to me by the office boy with the remark that he considered it the handsomest piece of printing he had ever seen. The

*Neither 5a or 5b could be reproduced by the half tone or zinc etching processes—*Ed.*

paper is in a gray tone with the exception of the fluers-de-lis and the initial, which are in red. The underscoring is likewise in red, and the words are in black. I hardly agree with the office boy's critcism; as these fluer-de-lis, to my mind, are out of keeping with the design. However, these things are a matter of taste. I greatly prefer the letterhead shown as No. 5b. This has the same color scheme as the envelope, the red being the paragraph mark and the underscoring. The statement as to the names of the type and of the inks is somewhat novel on a letterhead, but should certainly add to the advertising effectiveness of such a page. A man likes to know what he is getting, even when it is eighty-pound Strathmore deckle-edge, and now-a-days the real worth of up-to-date advertisements is becoming more and more understood in respect to just what such a combination of technical points means. The leading type founders have frequently specified on their letterheads the names of the type-forms which they use on the job, and of late they have been acting in harmony with the local printers in order to get them to advertise their types. This is, of course, to the type founders' benefit; and it is also likely to be to the benefit of the printer. It is an example of mutual publicity which is in keeping with modern advertising. The Old Hampshire Bond people are doing a large campaign in advertising to the consumer. And although they have raised their prices lately no doubt the local printer finds it good publicity to take up this national advertising and help the paper people in exploiting the merits which are "nominated in the bond."

By the way it is wonderful what strides Mr. Ewing has been making of late in the typographical characteristics of modern publicity.

A WISE MAN IS ALWAYS LEARNING SOMETHING, BUT A FOOL THINKS HE KNOWS IT ALL AT THE START.

An example is given in Nos. 6a and 6b of two mailing cards recently prepared in the city of Bridgeport, Conn. They were both sent by Charles L. Powers, the clever foreman of the Dunham Press. It will be noticed that the talk on both blotters is practically the same, but this cannot be classed as an instance of plagiarism, because of the intimate connection between the Dunham Press and Gorham, Stevens and Dunham. The designs are representative examples of the style of mailing cards produced by both the Dunham Press and the advertising firm for their customers and themselves. It is a very effectual style for such work. The card with the narrow composition is in blue and orange, the picture being in both these colors, and the composition in blue, with the exception of the rules. The other card is in bronze blue, with the exception of the rules, which are in a brick red. I hope the camera will take the blue satisfactorily.

I have to thank Mr. Powers for sending me the June issue of *Light,* that very clever publication issued by Gorham, Stevens and Dunham. The article I particularly desired in this number will be more appropriate to an article I am preparing for a future issue. The one I will use this time is a quotation from another business journal. The art of proper selection is often as good a test of the editor's ability as his work in original writing or dictation. The shears are sometimes mightier than the pen. The following quotation is credited by *Light* to *Modern Methods,* and is illustrated with specimens of the mailing cards which are issued by the Bridgeport firm:

DO MAILING CARDS PAY?

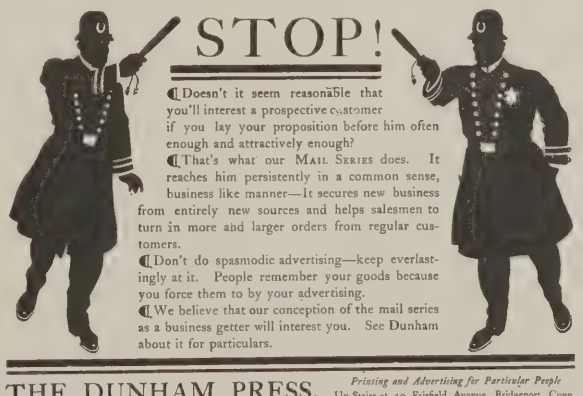
A firm which has made Babbitt metal, hitherto always sold by traveling men, was induced to try a mail series. To make the test thorough, a State in which they had no trade whatever was selected. To a list of prospective customers they sent a series of printed matter, one piece a week for thirteen weeks. Then they sent a bright young man to travel this territory. Order after order was sent in and finally a request for a year's contract at an advanced salary. He got it. When he arrived at the home office he was the hero of the

STOP!
¶Doesn't it seem reasonable that you'll interest a prospective customer if you lay your proposition before him often enough and attractively enough?
¶That's what our MAIL SERIES does. It reaches him persistently in a common sense, businesslike manner—It secures new business from entirely new sources and helps salesmen to turn in more and larger orders from regular customers.
¶Don't do spasmodic advertising—keep everlastingly at it. People remember your goods because you force them to by your advertising.
¶We believe that our conception of the mail series as a business getter will interest you and we'd like to write you fully about it.
¶Catch the next mail.
GORHAM, STEVENS & DUNHAM,
Advertising,
Bridgeport, - - Connecticut.

6a

hour. He sat beside the old man's desk and explained how he did it. When the man who put up the money for the mail service ventured to suggest that that might have had something to do with the results, the drummer airily turned the suggestion down. He had sold the goods. The mail series had not been heard from.

The company, realizing that they had a treasure, gave him a virgin territory in another State. Never a drummer and never a


STOP!
¶Doesn't it seem reasonable that you'll interest a prospective customer if you lay your proposition before him often enough and attractively enough?
¶That's what our MAIL SERIES does. It reaches him persistently in a common sense, business like manner—It secures new business from entirely new sources and helps salesmen to turn in more and larger orders from regular customers.
¶Don't do spasmodic advertising—keep everlastingly at it. People remember your goods because you force them to by your advertising.
¶We believe that our conception of the mail series as a business getter will interest you. See Dunham about it for particulars.
THE DUNHAM PRESS, Printing and Advertising for Particular People
Up Stairs at 39 Fairfield Avenue, Bridgeport, Conn.

6b

single piece of printed matter had gone to that State. The young drummer started out with flying colors—and fell down at the first stop. After trying six or seven towns, without getting even an audience with his prospective customers, to say nothing of an order, he was called home.

IF A FOOL AND HIS MONEY WERE NOT SOON PARTED THE DISTRIBUTION OF WEALTH WOULD BE MORE EVEN THAN IT IS AT PRESENT.

Harry A. Woodworth, 349 Jarvis St., Toronto, Can.

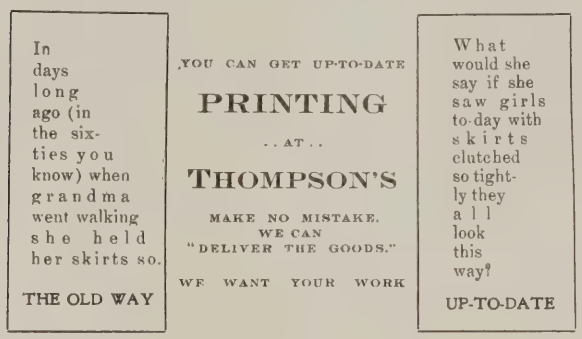
DEAR SIR:—Enclosed please find just a couple of practical, every-day business cards with the "devil's favorite" thrown in.

Wishing you a Merry Christmas, Respectfully,

J. B. L'HEUREUX.

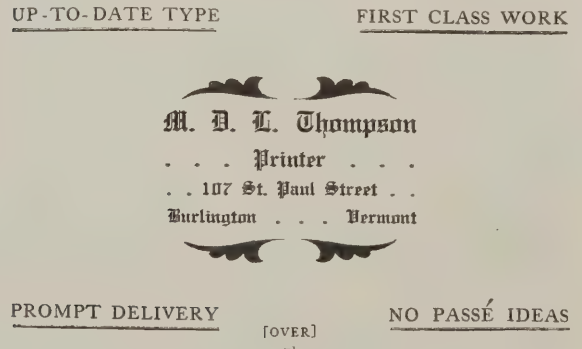
Foreman, M. D. L. Thompson, Burlington, Vt.

The design on one of the cards, although it uses the long-line-short-line system, is a piece of composition which is handsome because of the use of some of the larger sizes of Engravers' Roman. As to the specimen of typography shown, as No. 7a, this method of making pictures from type-matter has long been a favorite one in the funny columns of the newspapers. This is a particularly good example of the compositor's workmanship. One side of another card is shown as No. 7b. The underscoring and the ornamentation are in red. As a general rule I do not like such ornamentation as this, but surely there is something rather artistic about this particular job. And certainly the American Type Founders Company, with their chap-books and things, are doing their best, and in some instances their worst, in order to make this an age of profuse ornamentation as a relief from the plainness of the last decade. Mr. L'Heureux has certainly the ear-marks of a coming man in


In days long ago (in the six-ties you know) when grandma went walking she held her skirts so.
THE OLD WAY
YOU CAN GET UP-TO-DATE
PRINTING
..AT..
THOMPSON'S
MAKE NO MISTAKE. WE CAN "DELIVER THE GOODS."
WE WANT YOUR WORK
What would she say if she saw girls to-day with skirts clutched so tightly they all look this way?
UP-TO-DATE

7a

the realm of typography, and I hope his samples will be a feature of this department for some years. The reverse side of the latter card has nothing to do with the subject of printing, having a German dialect sketch of "The Dutchman and His Dog." On the reverse side of the other cards is a dialect poem in the patois of the Canadian French, the profanity of which is somewhat excusable, owing to its humor. The oaths are somewhat classical, being reminiscent of those used with such freedom by Shakespeare's "Ancient Pistol." Another card has a poem which bears this title, "A Song of the Sea." It is our old friend, "The Wreck of the Jule la



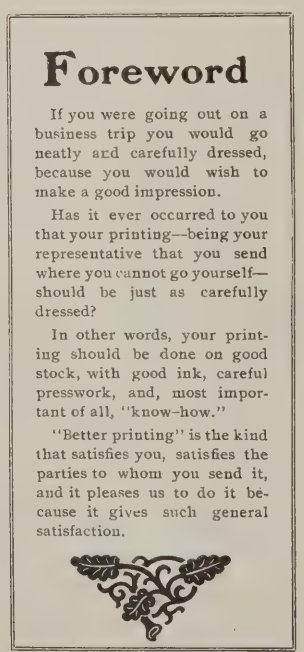
7b

Plante," which is generally attributed to Dr. Drummond, of Montreal, but which, like "Beautiful Snow" and "Laugh and the World Laughs With You," has been claimed by many authors. It is, in my opinion, the finest dialect poem in existence. I remember that years ago I used to do stories and political articles in the dialect of the Acadian-French for a local newspaper. On one occasion a French journal praised my handling of the dialect, but made a vigorous protest against the practice of writing in this vernacular, evidently thinking it an insult. Such a thought, however, never entered my head, as I had been brought up on dialect literature, which was largely that of the writer's own language. Here we have fine specimens of the dialect of the habitants and of the voyageurs of Quebec, exploited by a man whose name and locality show him to be a French-Canadian or the descendant of one. What Scotland and the world in general would have lost were it not for the dialect of Burns and his forerunners, and even that of the kailyard school!

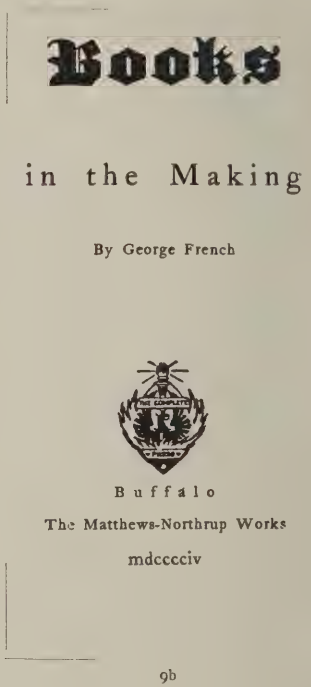
Is such advertising good advertising? is what I have been asked many times when I was editor of the *Retailer and Advertiser*. It seems to me that there is worse. That poem, for instance, is one that I have been asked for at least a thousand times, particularly in New York and Boston. It is sure to be preserved, and consequently insures the advertising the quality of permanency. I do not believe in such advertising when it contains the elements of obscenity or vulgarity, for reasons which I have frequently given in these columns, and should I think be patent to all. Such poems as the most of the selections which Mr. L'Heureux uses are sure to be preserved, and if they are prettily type-composed they are likely to be of value as an indirect advertisement, supplementary to the direct one which forms their setting.

SHOWINESS IN AN ADVERTISEMENT WILL NOT MAKE UP FOR LACK OF NECESSARY INFORMATION.

"DEAR MR. WOODWORTH:—This is our latest. Your criticism, please. A. L. CHIPMAN." With this note comes a booklet distinct with the individuality of the proprietor of


Foreword
If you were going out on a business trip you would go neatly and carefully dressed, because you would wish to make a good impression.
Has it ever occurred to you that your printing—being your representative that you send where you cannot go yourself—should be just as carefully dressed?
In other words, your printing should be done on good stock, with good ink, careful presswork, and, most important of all, "know-how."
"Better printing" is the kind that satisfies you, satisfies the parties to whom you send it, and it pleases us to do it because it gives such general satisfaction.

8



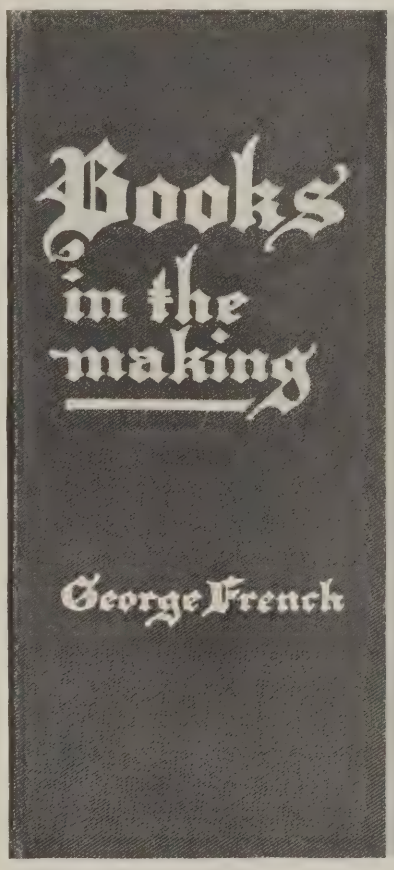
9b

"Ye Chipman Printery." Its cover is such a splendid example of color work that I should very much like to reproduce it, did the camera permit. The pages are in white and golden rod Old Hampshire Bond, with appropriate color schemes, the four center pages in the golden rod. Nearly every page of the booklet is different as to the color of the inks, but all are in harmony with whatever colored stock is used.

The "Foreword" is reproduced both as a specimen of advertising and of printing (No. 8). The color scheme of this page is: headlines in red, balance in (so far as I can tell in this light) olive green. There is a peculiar balance to the page, induced by the heaviness of the ornament as contrasted with the headline. But I like this originality, and consider it an artistic defiance of the old laws of balance, such as so much good modern advertising is. (By the way, the last sentence shows a violation of the rule laid down in the composition text-books that a sentence should never end with a word like "is." I am not sure that it is an artistic sentence, but it is somewhat in keeping with the modern idea of violating those hard and fast rules in all kinds of composition which were fashioned, in spite of usage, by the critics of eld.) Each page has those neat rule borders, and, as has been already stated, they are in various colors. Another very tasty job which Mr. Chipman sends me is a prospectus of a book entitled "Chipmans of America." The first words of the text are "Begining with John Chipman"—the spelling of this word being, I might suggest, a bad beginning. I have known a good many Chipmans of America—in fact my father's best man at his wedding bore the name of John Chipman, that gentleman now being a judge in Kentville, N. S. I had read the handsome prospectus through, and examined the typography carefully, before I recognized in the name of the author, "Alberto Lee Chipman," the full name of the gentleman whose Christian names have hitherto been indicated to my readers simply by their initials. I congratulate Mr. Chipman on his excursion into the realms of authorship, cognate as it is with the typographical field.

THE PART OF AN ADVERTISEMENT THAT IS REMEMBERED IS THE PART MOST LIABLE TO PRODUCE RESULTS.

I neglected last month to felicitate the Matthews-Northrup Works, of Buffalo, and Mr. George French, of Boston, on their new connection with each other. This is shown in a cloth-bound book, two and three-quarter by four and a half inches, lately issued by "The Complete Shop." I trust that the NATIONAL PRINTER-JOURNALIST will take the utmost care of this brochure, as I'm sending it to Chicago for reproduction as to cover and title page. The cover (No. 9a) is in red, with the outer margin white from top to bottom of the book, Each alternate two pages are blank. As a specimen of particular taste in the matter of a title page No. 9b is especially pleasing to me. I could never understand why one of the foremost critics of printing at the beginning of the nineteenth century (I forget his name, although I never thought him in any way comparable to that eminent critic of the beginning of the twentieth century, Mr. George French) so strongly deprecated the use of that black-letter through which the American Type Founders Company evolved their Cathedral Text series. Carl Heintzmann, of Boston, made quite a hit by its use a good many years ago, and I have no doubt he still continues to use it in his shop on Summer street, in which the stained glass windows help to produce a cathedral-like charm. The Matthews-Northrup Works use it on every printed page of this book. It is in rhodogene, and certainly looks admirably quaint in connection with the Caslon and wide-margined, antique-laid, deckle-edged pages. I hope the NATIONAL PRINTER-JOURNALIST will reproduce, in addition to the cover and title-page, the two pages with the side-quotes (No. 9c, the pages are not folioed), in order to show the style of the running head on every one. These pages are not reproduced because I consider the repeated quotations add to the charm of the typography, but because it is the exact language of Mr. Matthews to Mr. French, and therefore is certainly a mighty good piece of printing-advertising. I remember that Mr. French once quoted approvingly in the *American Printer,* as being the words of one of of the great printers of the land, a publicity song-and-dance which I wrote myself, and of which the great printer approved. I spoke of the wide margins of the book; the only exception is at the top, where there is scarcely one-quarter of an inch above the running head. I do wish the PRINTER-JOURNALIST would get the habit of indicating, by means of a 1-point rule, the disposition of the margins on pages like these. There is really scarcely anything that so helps the beauty of a printed page as an artistic arrangement of the white spaces. No. 9b, for instance, has a peculiarly striking arrangement. The top margin is one-half inch, and the left-



9a

Books in the Making

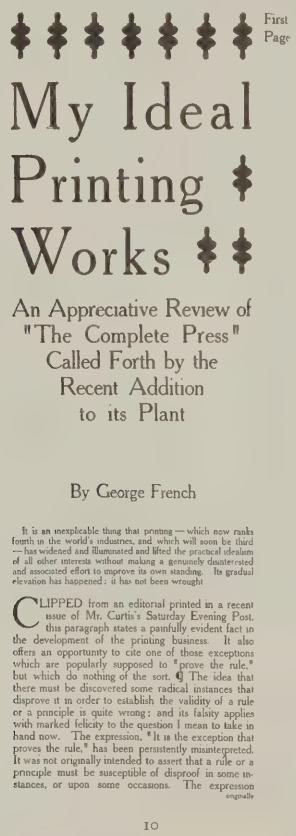
"MR. FRENCH, we will
"go into book-making only
"as we have gone into every-
"thing else in the Complete
"Press: to make work of the
"highest grade, according to
"the plans and under the
"supervision of some one
"who knows what the best
"is and will be content with
"nothing less.
"If you will plan the books,
"and get orders for us to
"make them, we will do
"the rest, do it right, and
"just when and as you and
"your customers want it.
"We will do it all, too, and
"*all* right.
"Many publishers know of
"some of the things we do,
"and you can assure them
"that the rest of it, from
"engravings to the binding,
"will be all right.
"Every facility that we have
"shall be freely put at your
"command, and anything
"which you can suggest, or
"we can originate, to im-
"prove the product shall be
"provided."

9c

hand one, which merges into the opposing blank page, is three-eighths of an inch. The right-hand margin is three-quarters of an inch, and the lower margin is about one and one-eighth inches. The first page of the reading matter is of a similar method of arrangement, and has a much shorter page. The word "Books" is in red in 18-point Cathedral Text, and the words "in the Making" are spaced between the lines and are in 6-point of this letter.

The art of the letterer is a worthy adjunct to that of the type founder and the typographer. The Old English text of the cover of the book is worthy of mention as a specimen of tasteful Old English, as it comes from the hands of the modern follower of the missal-making monks.

Another recent production of the Matthews-Northrup Works resembles, in some points, a railroad folder, but is


First Page

My Ideal Printing Works

An Appreciative Review of "The Complete Press" Called Forth by the Recent Addition to its Plant

By George French

It is an inexplicable thing that printing — which now ranks fourth in the world's industries, and which will soon be third — has widened and illuminated and lifted the practical idealism of all other interests without making a genuinely disinterested and associated effort to improve its own standing. Its gradual elevation has happened: it has not been wrought

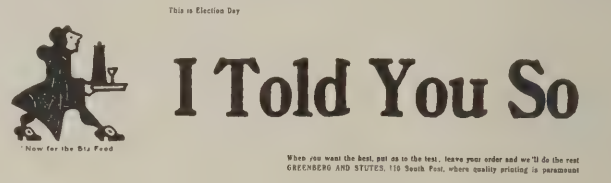
CLIPPED from an editorial printed in a recent issue of Mr. Curtis's Saturday Evening Post, this paragraph states a painfully evident fact in the development of the printing business. It also offers an opportunity to cite one of those exceptions which are popularly supposed to "prove the rule," but which do nothing of the sort. ¶ The idea that there must be discovered some radical instances that disprove it in order to establish the validity of a rule or a principle is quite wrong; and its falsity applies with marked felicity to the question I mean to take in hand now. The expression, "It is the exception that proves the rule," has been persistently misinterpreted. It was not originally intended to assert that a rule or a principle must be susceptible of disproof in some instances, or upon some occasions. The expression originally

10

over a foot long by five inches wide. It is on heavy, deckle-edged antique wove. It is printed entirely in Cheltenham, with rubrical lines at the top. The folios are also in red. The first page of the reading matter is here shown (No. 10). The sub-head and the initial "C" are in antique red. This is a reprint of the testimonial Mr. French gave "The Complete Press" before he got his present job. Mr. French, with his charming diction, has written much concerning the larger print-shops of the country, and all his matter shows him to be not only a large-minded critic, but also a master of an easy, graceful style and a rattling good advertising man. Even his blame, of which he has not always been sparing, even in these presumably paid-for write-ups, has been mentioned, by firms of which he wrote in subsequent printing-advertising, as really adding, by means of a vivid contrast, to the advertising force of what he has praised. "The Complete Press" has surely justified its name as regards the selection of employes, and it seems to be a fact that this concerns manages to keep its best men for life.

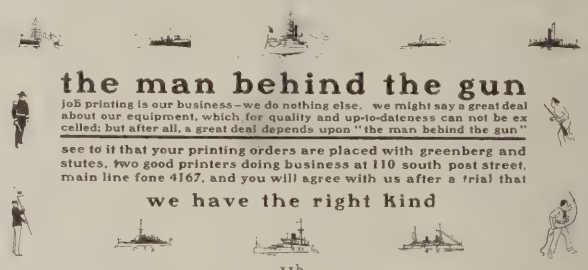
TRADE IS BECOMING MORE AND MORE A STICKLER AS REGARDS ETIQUETTE. IT DECLINES TO GO WHERE IT IS NOT INVITED.

That celebrated printer, E. W. Stutes, seems, since he became a member of the firm of Greenberg and Stutes, to be doing as good work for himself as he did for others. And that is saying much. I should greatly like to reproduce some of his latest specimens of blotters, dodgers, etc., but am unable to do so owing to Mr. Stutes' large use of purple, which harmonizes beautifully with the green he employs in connection therewith. I showed Mr. Coyle's use of Election Day as a holiday advertising period in November. Here is


This is Election Day
"Now for the Big Feed"
I Told You So
When you want the best, put us to the test, leave your order and we'll do the rest
GREENBERG AND STUTES, 110 South Post, where quality printing is paramount

11a

Mr. Stutes' election card (No. 11a). I have seen "I Told You So" cards worn in enthusiasts' hats before, the strange point about the matter being that they were usually worn before the returns were all in. Mr. Stutes' card is in black and wine color, the latter shade being used in connection with Mission Toys. The mission of this waiter would doubtless be satisfactory, no matter which way the election went. One of the recent blotters of Mr. Stutes can be reproduced (No. 11b). It is certainly an original bit of blotter composition, and is in two colors, red and black, on a pink


the man behind the gun
job printing is our business—we do nothing else. we might say a great deal about our equipment, which for quality and up-to-daleness can not be excelled; but after all, a great deal depends upon "the man behind the gun"
see to it that your printing orders are placed with greenberg and stutes, two good printers doing business at 110 south post street, main line fone 4167, and you will agree with us after a trial that
we have the right kind

11b

stock. The use of lower-case letters when capitals are not only called for by custom, but likewise by accuracy, always appeared to me to be of the freakish order of advertising, and to be as out of place, if not as irreverent, as John Morley's use, when a young man, of a lower-case "g" when speaking of the Diety—a specimen of bad taste which he afterwards lamented as being foolish, although he did not change his views on the subject of religion. I should certainly not belittle my firm name by the exclusive use of l. c. Mr. Stutes, your menu card in purple on onyx stock is grand.

THE MAN WHO AIMS AT THE BULL'S-EYE MAY NOT HIT IT EVERY TIME, BUT HE WILL COME NEARER THE MARK THAN IF HE SHOOTS AT RANDOM.

Probably the breeziest advertisement of a country newspaper that ever happened to hike over the pike is that that has just been turned loose from the shop of the Hespeler (Ont.) *Herald*. It is in the form of a booklet of sixteen pages and cover—the brochure being bound (with a silken cord) so as to have two alternating pages untyped, uncut. Deckle-edged, feather-edged, as to body and cover—and the cover is of a stock that nearly resembles Japanese vellum. A reproduction of the cover is herewith given (No. 12). And the other pages (especially No. 1 of the text) are likewise well worthy of reproduction from an artistic viewpoint alone. But I prefer to take a space larger than I usually devote to reproduction, criticism and quotation to reproducing the

cover-page and quoting the text *in toto*. It is largely in that undeveloped but spontaneous diction classified as "slang"—but the slang of one period of the Anglo-Saxon tongue is the water that comes from the "well of English undefiled" of the next. And what a story of earnest endeavor and ultimate achievement does this "nervous English" reveal!

THE "HERALD'S" HISTORY.

Here's where we take you to our chest and put you wise to the inside history of the making of Hespeler's g. f. j. Here's where we unload our troubles onto the public, whose worries we have made our own for many a year. Here's where we ask you to lend us your ear (either one) while we whisper the confidence that you and I can do business on a mutual benefit plan. Doesn't matter whether it's

12

advertising, fine printing, or just general information; we're on the job and can pretty nearly make good any time you hit us up.

It's not a long story—but it's a true story.

It's also a fairly interesting story, and butts into the game along about ten years ago—comin' June—when we were took bad with editoritis, and decided that the busy factory town would go down and out unless it got a real, live family journal and up-to-the-second printing plant of its very own.

We believed it was up to us to fill the long-felt want.

We had a hunch that we could negotiate the bill right down to the eceteras—but we hadn't the price.

Our assets at this time—ten years ago—weren't bothersome, financially speaking.

But we were long on ambition; didn't mind roughing it a bit; had a few mighty good friends; some high-priced experience, and a graduating diploma in higher mathematics.

We started to work with these, and it wasn't long till we had a printing outfit safely cached in a 3 x 6 rear extension back of what was then August Henry Wittmaak's store.

We sent out the glad tidings that we were in the printing business (not so far in, however, that we couldn't have been extracted with a corkscrew) and pretty soon began to gather in subs. and adv. contracts.

The original plant was a dandy.

It was sure a great and only.

A decrepit No. 1 Gordon and half-a-dozen fonts of news was it.

The whole outfit wasn't worth a quarter century.

The first issue of the *Herald* was a 4-page 8-column affair, and a pretty good looker at that.

It was dated Friday, June 13th, 1895. Wouldn't that have made you back up?

It didn't phase us. We never did believe in signs—unless they were $ signs.

This first issue of the paper—our paper—Hespeler's paper—was printed in Preston. So were the next 53.

There was no nerve-racking rush during our first half-year. We were the whole tip; editor, solicitor, financial man, bookkeeper, compositor, pressman, office boy and p. d. all in one, and we didn't have to work overtime, either.

About the 7th month we spied out a bankrupt job-office in Sarnia, and when we got the outfit set up in the Ochs' Block we had a second-hand Eclipse press and about 30 fonts of type—pretty tough stuff—most of it ready for the hell-box, but we had to make it do—we were still short.

Then we hired a man to do the light work.

We pegged along very nicely for a while, until our ambition began to do stunts.

It hit the pace hard. It only touched the high spots.

It wanted a press so the paper could be printed at home.

It put us up against the toughest proposition yet.

But it couldn't lose us. We were game.

We landed in Toronto; made Miller & Richards believe we were honest, if we were poor and homely, and when the clouds had cleared away we were doing the grand in the Zryd Block, and were the main guy in a plant which included a Prouty power press, a paper cutter, about half-a-thou' in new type—and our first lien.

We started printing an 8-page 6-col. paper at home.

The job department came to the front; kept coming, and it finally worked the old Eclipse off its feet. Then the Toronto Type Foundry contributed a No. 1 and a No. 3 Gordon to the equipment. They got the old Eclipse, some cash, the rest time.

Just about here we had to increase the staff.

We wanted power next. This deal nearly queered us.

But we finally accumulated a motor and all was lovely.

The power addition made work easy.

It was so easy we had to hustle like the mischief for new business to keep the staff going.

We got the business. Kept getting it.

Ads., jobs and subs. were doing the double every minute.

We were playing leap-frog with our liabilities. Had indeed made mincemeat of our second lien.

We bought and paid for a new Prouty job press.

Everything was coming our way.

Couldn't keep the sun from shining in our windows.

The world looked "bright and fair" to us on the very stormiest days.

Then we had a set-back.

We were partially burned out. It was a bad mess.

We could hear the little dicky birds singing "back to the woods for yours." But we fooled the birds.

We settled with the Insurance Co. and cleaned up the ruins.

Then we moved.

Hiked away up—up to the top storey of the Henry Block to start life again.

Our first move here was to trade the old Prouty paper press for a magnificent new Hoe cylinder; a regular artist's dream—in iron.

We also installed a new 3 h. p. C. G. motor

We enlarged the paper; made it 8-page 7-col.

For a year the fates were kind.

We had just about got our toes on the ground again, and were ready to believe that this wasn't such a bad old world after all.

Then we bumped against set-back No. 2.

There was a fire in the lower storeys of the Henry Block, and of course the bloomin' thing had to come through our way to get to the roof.

This was a worse mess than the other one.

It was a regular heartbreaker.

It sure looked as if there was nothing left but the tall timbers this time.

But we weren't quite ready to hit the pike.

No quitting in ours.

We buckled in; cleaned up; fixed up; painted up, and got going again in a week.

We've been going pretty steady ever since, and up to date haven't had to negotiate set-back No. 3.

We're not hankering for any more trouble. We've had enough. We have had about all the throw-downs we have coming, and just want to be allowed to go ahead and make good.

We aimed high when we started in the printing business.

We wanted the best—nothing else would do.

We wanted the best machinery money could buy.

We wanted to be better in every way—if only a little better than the general run of country weekly, and we believe we have succeeded.

We have a bang-up office.

We have an up-to-now equipment—presses, type, styles. Everything is right up to the mark.

We stay right with the procession.

We have the best country weekly in Canada and we want you to know about it. That's really why we are telling you our troubles.

We're proud of our paper; proud of our plant; proud of our office; proud of the work we turn out, and why shouldn't we be? The Lord only knows we've had a serious enough time getting to our present condition.

We've spared no expense in the making of this office. We were never afraid to raise the ante, and while we have sometimes gone in blind, we have generally made good in the draw.

We've had some mighty precarious moments since we became the main-stay of this g. f. j., and we've turned some all-fired sharp corners, and the sun has many times hid behind the clouds.

We've paid enough discounts to start a bank.

But we are still with you.

We've had some bright spots, too, and on the whole have enjoyed our experiences immensely.

We have added to our assets the best little helpmate in America, a million-dollar daughter, (you'll see her on the cover), a comfortable home, and about 50 pounds avoirdupois.

We've annexed some staunch and true friends, who have stood by us like heroes; whose words were as the summer's sunshine in our hours of trouble.

We've been turned down and tramped on by a few ornery cusses, who soured because we didn't see everything their way, and we've had to strike a few names off our visiting list—for various reasons.

But on the whole the *Herald* and the great general public have pulled together pretty well. So what's the odds, so long as we're happy.

We print anything from a label to a three-sheet poster; from a dodger to a catalog,—nothing is too small nothing too big for us to handle. We turn out the neatest, niftiest work, and do it at reasonable prices, and we wouldn't mind figuring on a trial order from you.

We are the local paper for one of the busiest towns in Canada and the finest fanning community this side of Jordan.

We have 998 subscribers—some of 'em paid in advance.

We have about ten times that many readers, and when you put an adv. in the *Herald* you get a chance to talk directly with over 10,000 of the finest people in this country. Let this truth sink in.

We are out for business every minute of our time. Don't care where it comes from, so long as it's paid for, and are ready to open communication with you any minute.

If you're where we can get at you handily we'll come in and talk it over. If you're too far away, telephone us. If this is too expensive and you can't come, write. The telegraph, the telephone, and His Majesty's Mails are at our service, and if the inclination is with you we can easily get together.

It's up to you. Yours,

OSCAR EBY, Editor and Proprietor.

If you telephone No. 47 or write Drawer B, Hespeler, Ontario, you will reach us.

WHENEVER THERE IS DANGER OF ONE'S BUSINESS BECOMING TOO WIDELY KNOWN, IT IS.

The Perkins Printery of Muncie, Ind., send a large blotter, one-half of the enameled surface of which is devoted to an excellent half-tone of the interior of that print shop. A calendar for January also takes considerable space, but there is enough left for a bright talk, showing that the year 1904 was a particularly busy one in that office, and hoping that business will be still better in 1905. The spirit of thankfulness is not absent from this very striking blotter.

THE PRINTER WHO HAS THE FACULTY OF MAKING PEOPLE FEEL THAT HE IS ANXIOUS TO PLEASE WILL NOT LACK POPULARITY.

I am sorry that the slip, on a light gray stock, of Kiesling Bros., New York, is in a purple, which paralyzes the photographic art. The picture of a milk can and a pump is what first catches the eye in connection with the heading "Watered Stock." This is the other application of the catchline: "Poor printing, like watered stock, is reduced fifty per cent in value. If you want full-value printing let us do your work." On the other side of the slip is this couplet:

Who sees only the first outlay
Will live to have more bills to pay.

SPEAKING OF PUBLICITY—THERE'S A WIDE DIFFERENCE BETWEEN POPULARITY AND NOTORIETY.

A blotter from James J. Wray, of New York, is a neat job of composition, if not of presswork, but is chiefly remarkable for the pithy catch-phrases with which it abounds. It serves as an announcement that Mr. Wray's shop has "not moved, only enlarged." It is now, therefore, "a printing office from the ground up." It is likewise "a printing office with department store facilities." "All departments," it is announced, "are complete. Writing, Designing, Engraving, Printing and Binding all done under one roof."

YOU MUST TELL YOUR STORY AGAIN AND AGAIN IF YOU WANT TO MAKE A LASTING IMPRESSION, AND WHEN YOU GET PEOPLE TO BELIEVE IT, YOU MUST BACK ITS STATEMENTS WITH PROOFS, IF YOU WOULD RETAIN THEIR CONFIDENCE.

The Mittineague Paper Company, of Mittineague, Mass., use an elaborate mailing folder to advertise simply one sample of their stock. It is Old Cloister deckle-edge cover paper. It is, however, a remarkable advertisement, giving, as it does, the effects produced by various inks harmonious with the stock. It has two pages which might be termed cover pages, although it is all cover stock. The back page is secured by a notch which fits into a slit. There is one leaf within, of the same stock, attached by means of paste to the fold in the paper. The only suggestion of deckle-edge is at the side of two of the pages, which are narrow as to length. The sentence, "Note the folding qualities of Old Cloister," is particularly good advertising, it seems to me, especially as the quality is there.

ANY FACTS ABOUT YOUR PLANT, AND WHAT MAY BE DONE WITH IT, THAT SHOULD INTEREST THE PUBLIC, SHOULD MAKE GOOD ADVERTISING, IF TOLD IN AN INTERESTING WAY.

From a letterhead of the Biggers Press, Corsicana, Texas: Texas:

The Biggers Press—a shop wherein printing is done as well as good printers can do.

From a slip of Hal Marchbanks, formerly of Ennis, Texas:

Hal Marchbanks' Print Shop, on the Tow Path at Lockport, New York, is doing some good printing and would like to do for you.

Is this peculiar use of the verb "do" a Texan idiom?

In a previous issue of the NATIONAL PRINTER-JOURNALIST —I think it was the March number of last year—I reviewed a booklet concerning that good-luck-bringer, the Gopher's Tail, which was sent me by the *Manitoba Free Press,* of Winnipeg, Man., together with a charm for a watch chain, which contained one of the comparatively few tails that the paper had been able to secure, it being an off year in gopher hunting. The charm would, doubtless, have brought me a great deal of luck, but the trouble was that it came apart from its mounting—a consummation which the booklet warned against. I believe that the *Manitoba Free Press* used the strongest cement which they could procure, and have no idea whatsoever that they intended to put me against anything but the best of luck. Anyhow, whatever influence the separation of the tail from its mount had on my destinies for the year of 1904, I considered myself lucky to receive such a striking souvenir through such a source. This year I was remembered, in common with my old friend Capt. Chas. B. Bazan, with a quill from a Canadian wild goose, with which I would write this critique were it not for the fact that I am in a hurry to catch the mail, and dictation to a stenographer, although not so instinct with the old-time spirit, is considerably quicker than any writing I can do with anything but a pencil. A feather-edged booklet comes with the quill, and the title is the name of the souvenir, "A Quill from a Canadian Wild Goose," and the sub-title is, "With the Cree Legends of Nih-ka, The Wild Goose, set forth for the First Time in Print." The first page of the cover contains a seal, which I would fain reproduce, but it cannot be caught by the camera. I might as well say right here that the back cover page, which contains a flying wedge of wild geese taken at the time of the setting of the sun in the Great West, combines red and black to such an extent that it, too, would be hopelessly unreproducible. The title of the front cover page is in writing which was evidently originally done by a quill pen, as is the title of the first article in the booklet, herewith reproduced (No. 13a). This article is of great interest as giving a description, not only of the birds which furnish the *pennae,* but also of the manufacture of quill pens, such as

THE quill pen accompanying this little book, which The Manitoba Free Press, of Winnipeg, sends you with its best wishes for a merry Christmas and a happy New Year, was made in England from a wing-feather of a Canada wild goose taken last spring with many others in the vicinity of York Factory, the historic trading post of the Hudson's Bay Company, some six hundred miles—as the wild goose flies—due north from Winnipeg on the shore of Hudson Bay.

The particular wild goose that furnished the pen herewith probably had its birthplace somewhere on the banks of one of the many rivers emptying into Hudson's Bay, along the west coast line of that great inland sea. On the spring and fall journeyings of the drilled battalion of which it was a member, in its migrations from Arctic meadows to the lagoons of the South, it traversed yearly a great extent of this continent, its

13a

the ends are protected by a cardboard case; and in this condition they pass into the trade."

It is interesting to note that the English word pen (Latin, penna), as well as its equivalent in French (plume) and in German (feder) originally means a wing-feather; but in ancient times the implements used for producing written characters were not quills. Among the earliest reference to pens are those found in Judges v. 14, Psalms xlv. 1, and Isaiah viii. 1, chiefly referring beyond doubt to the iron stylus which cut out characters in the tablets of limestone or soapstone. These may have been made of other metals, and were in some instances pointed with diamonds, as referred to in Jeremiah viii, 8; and if taken in connection with the mention of a penknife (Jeremiah, xxxvi. 23) this passage seems to imply that a reed was in use at that period.

In the Third Epistle of John, written about A.D. 85, mention is made of "ink and pen," referring to the practice of writing upon skins or other flexible material. Although the first reference in the Bible to writing belongs to B.C. 1296, writing upon goatskins has been found in the course of excavations in Upper Egypt, and is assigned to the reign of King Khufu, B.C. 3766. In the far East, and perhaps in Egypt the camel's hair pencil was substituted for metal implements, and characters were painted on the bark of trees and skins of animals, very much as the Chinese draw them on paper.

The quills of geese and crows were in time discovered to be more useful than either the reed or

13b

brush. They were introduced, it is thought, about A.D. 56. For centuries the quill was the favorite instrument of the rapid writer, and continued to be so until the steel pen superseded it. Until the early years of the nineteenth century, the quills were simply hardened by dipping in boiling alum water or diluted nitric acid, and were not cut. Writers cut their own pens from these prepared quills, an art acquired only after much instruction and practice. Every teacher was expected to be proficient in this part of his profession. Early in the nineteenth century quill pens were made for sale, and boxes of them, with nibs for fastening them upon holders, were sold by all stationers.

Notwithstanding the impression that the quill pen produces only coarse writing, as beautiful specimens of penmanship have been produced by it as by any other instrument in use, not excepting the engraver's tool. It has always been from the goose that quills have been chiefly obtained; although the swan, crow, owl, hawk and turkey have all been more or less laid under contribution. Swan quills, indeed, are better (and more costly) than those from the goose. For fine lines, crow quills have been much employed.

You will hardly tell by what you see that I write with a steel pen. It is a device come out of France, of which the original was very good and wrote very well, but this is but a copy ill made.

—Roger North to his sister, Mrs. Foley, March 8, 1700

In 1779, however, we have mention of a certain Charles Stewart, a penmaker, a man of no fixed habitation. It would seem, therefore, that penmakers wandered about the country selling their wares, turning goose quills into pens, and making anew those that had been worn out.

—Notes and Queries, vii, 8, 220

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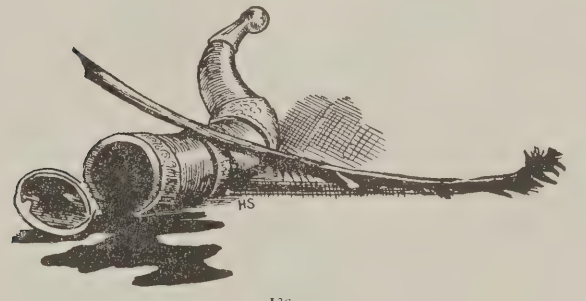


13c

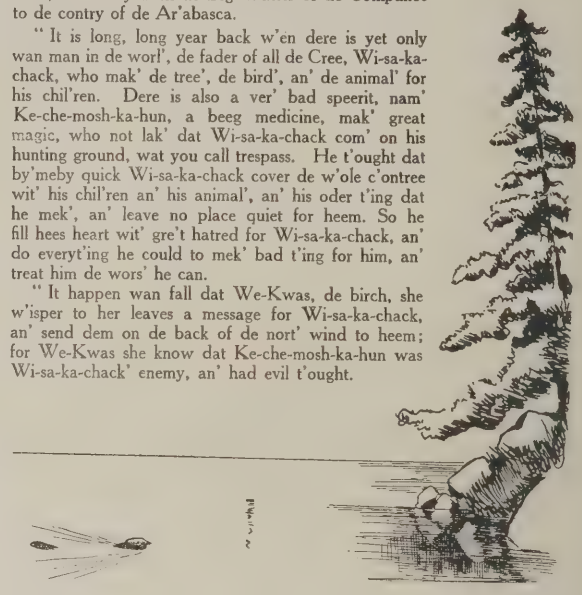
The Cree Legend of Nih-ka, the Wild Goose

IT is many years since I heard the story of the Gray Goose. It was told me by Kitche Keesickow, a Swampy Cree Indian, who had been brought up at the Roman Cathlic Mission at Fort Alexander, on Lake Winnipeg. We were camped at Rabbit Point, beyond the narrows, in the late fall, being storm-stayed by a strong north wind, which, with its hundred miles of hoarded strength, raised the lake to such a pitch that it was more than the frail birch bark could withstand. After the slender poles and brush had been raised for the shelter, and the fragrant bed of cedar spread before the fire of driftwood, we sat listening to the "Honk ker-Honk!" of the geese, as they mounted high in the air at sight of our fire, on their journey south. As I heard the story so I have tried to set it down, and if I have wandered from the thread of the tale, or erred in any of the details of it, you will be lenient to remember that in those days none ever dreamt such stories could be sought after or thought worthy to be in print, and that the Company's affairs, and the gathering of skins and exaction of hunters' debt, was of more consequence to us in the service of the Honorable Company than a thousand of their fables.

"I t'ink you not hear," said Kitche Keesikcow, "of how dat Nih-ka, de gray goose, becom' dat color, an' not w'ite lak' de wavey, w'at you call arcteek goose. It is not long story, mon frere, but it is tol' many year, more as I can co'nt, over de fire of de Cree, all a way from de Big Watter of de Companee to de contry of de Ar'abasca.

"It is long, long year back w'en dere is yet only wan man in de worl', de fader of all de Cree, Wi-sa-ka-chack, who mak' de tree', de bird', an' de animal' for his chil'ren. Dere is also a ver' bad speerit, nam' Ke-che-mosh-ka-hun, a beeg medicine, mak' great magic, who not lak' dat Wi-sa-ka-chack com' on his hunting ground, wat you call trespass. He t'ought dat by'meby quick Wi-sa-ka-chack cover de w'ole c'ontree wit' his chil'ren an' his animal', an' his oder t'ing dat he mek', an' leave no place quiet for heem. So he fill hees heart wit' gre't hatred for Wi-sa-ka-chack, an' do everyt'ing he could to mek' bad t'ing for him, an' treat him de wors' he can.

"It happen wan fall dat We-Kwas, de birch, she w'isper to her leaves a message for Wi-sa-ka-chack, an' send dem on de back of de nort' wind to heem; for We-Kwas she know dat Ke-che-mosh-ka-hun was Wi-sa-ka-chack' enemy, an' had evil t'ought.



13e

MANITOBA
No. 1
HARD
REINDEER
PEMMICAN
THE MANITOBA FREE PRESS has marked the Xmas season in previous years by the presentation:
IN 1901—Of a miniature sack of "No 1 Hard" Manitoba Wheat.
IN 1902—Of a miniature sack of Reindeer Pemmican made at Fort McPherson, a Hudson's Bay Co. post, sixty-five miles within the Arctic Circle, and 2,978 miles northwest of Winnipeg, accompanied by an illustrated booklet, bound with a deerskin thong.
IN 1903—Of a Gopher's Tail, mounted, as a "good luck bringer;" accompanied by an illustrated booklet containing the Cree legend of the gopher, given in print for the first time

13f

13d

are more or less habitually used, even at the present day, by King Edward and other crowned heads, including myself and Charlie Bazan. Pages 6 and 7, 8 and 9, of this booklet, are likewise reproduced, as No. 13b, c, d and e. The latter part of the booklet leaves the realm of legend to lead us through the regions of hard but interesting fact. The headlines of the subsequent articles are, "The Immigration into Western Canada," "Facts About Western Canada," "Facts About Banks in Western Canada," "Facts About Financial Corporations in Western Canada," "Facts About Winnipeg," "The Growth of the *Manitoba Free Press,* Winnipeg." "Some Facts in Regard to the *Manitoba Free Press,* Winnipeg." I

The Famous Mary McKinney Mine, Cripple Creek, Colo.

trust that the circulation statement given under the headline next to the last quoted is not to be relegated to the realms of fiction which pertain to the Cree legends, as the last two headings, taken together, might seem to infer. It seems that I did not get in on the ground floor as regards the yearly distribution of gifts, as the second cover page of the booklet (No. 13f) says that this custom originated with the sending of sacks of "No. 1 hard" Manitoba wheat in 1901, which was followed by sacks of reindeer pemmican in 1902.

I had a call from J. A. Echlin a short time ago, that gentleman being at the time the advertising manager of the *Manitoba Free Press.* Believing that the charm I had received the previous year had been the outcome of the expenditure of considerable time, trouble and money, I asked Mr. Echlin:

"Do you find this kind of advertising pays?"

"Do we find it pays?" Mr. Echlin remarked. "Do *you* find *publicity pays?* Why, besides the notices received in the National Printer-Journalist and other technical papers, we had a full column-and-a-half writeup in the New York *Sun.*"

Mr. Echlin is so good an advertising man that Toronto found it needed him—so during the past week he has begun to hold down the advertising manager's throne in the office of the Toronto *News.* The *News'* advertising patronage is going to soar even as Nih-ka, the wild goose—and that's a prophecy that doesn't require the powers of divination of a Cree medicine-man.

The most of the matter I have received for consideration in this department during and since the holiday season has been of the holiday kind mentioned in my Christmas homily. It's an especially pleasing thing in respect to this matter that it is mostly from new contributors—most of whom wrote mightily kind letters in connection with their first votive offerings to this department. These Merry-Christmas-and-we-hope-and-trust-you'll-have-a-happy-if-not-a-prosperous-New-Year greetings were so especially gratifying to this recipient —as no doubt to all who got them—that they laid on the top of my desk for days; and some of those thieves-o'-the-world who occasionally drop into this office swiped several of the more alluring. Good taste, forsooth, but a bad method of showing it. And as to those which I have on hand, and those which, eftsoons, I haven't on hand—it seems to me better that they should be reproduced and commented upon shortly ere the Christmas and New Year holiday season of 1905-06 than now. They will then be more immediately suggestive to would-be holiday-season advertisers than they would if talked about in the present dull advertising season. And I so want to keep the kind wishes on file in my own workshop, as well as sending them to Chicago, I ask this of the senders:

Like good fellows, won't all who have sent me holiday remembrances in the shape and form of "printed matter," kindly send me one or two copies more?

A large folder issued by the Inland Type Foundry is devoted entirely to the Dorsey series. It is indeed, as is claimed by the makers, a "versatile letter." Such type faces as the Dorsey are adaptable to many classes of work; they pertain to both genders, and give proper expression to every thought, whether it be "the blacksmith's appeal to attention or the announcement of a millinery opening." The Dorsey series certainly has that mellow effect—that softness, ripeness and bloom that appeal to the eyes. The day of the hair-line letter is practically over. This is an age that demands durability, particularly as the modern durable letters impart,

Long's Peak from Estes Park, Colorado

by the very absence of hair-lines, a graceful flow of uniformity. The specimen books used to advertise the particular series of type will be found most useful to its users, and should be preserved by them. These show the result of the careful study of experts as to the possibilities of adaptability of a single series of type, whether solid or leaded; whether in one color, or two, or more; whether in one size of a series or in several; whether with ornaments or "fancy free."

National Printer-Journalist

A Journal for Printing and Allied Trades

Entered at the Chicago Post-office as Second-class Matter.

BENJAMIN B. HERBERT . . . . . EDITOR

Official Paper of the National Editorial Association.

PUBLISHED MONTHLY BY THE

NATIONAL PRINTER - JOURNALIST COMPANY

OFFICE OF PUBLICATION:

1319 WEST RAVENSWOOD PARK, CHICAGO, ILLINOIS

EASTERN OFFICE:

150 NASSAU STREET, NEW YORK CITY.

WILLIAM E. HERBERT . . . . . Resident Manager, Chicago Office

BENJAMIN S. HERBERT . . . . . Secretary

SUBSCRIPTION RATES:—In the United States, Canada and Mexico, $2.00 per year, in advance; single copies, 20 cents.

Orders for subscriptions will be received by all dealers in printing material in the United States and Canada.

Remittances may be made by draft, money order, or registered letter. Make all remittances free of exchange and payable to the order of the NATIONAL PRINTER-JOURNALIST COMPANY.

FOREIGN SUBSCRIPTIONS:—To Countries within the Postal Union, 10s. 6d.

FOREIGN SUBSCRIPTION AGENTS:—International News Company, Breams Buildings, Chancery Lane, London, E. C.; F. O. Strong, 111 Fleet Street, London, E. C., G. G. Turri & Co., Melbourne, Australia; The India Printers' Agency, 249 Mint St., Madras, India; Successful Advertising Co., Bangalore, India; John Dickinson & Co., Ltd., Cape Town, South Africa.

ADVERTISING RATES PROMPTLY FURNISHED UPON APPLICATION

The NATIONAL PRINTER-JOURNALIST is unequalled as an advertising medium in its field. No attention paid to postal card requests. Information cheerfully furnished to all patrons.

Subscribers and patrons will confer a favor on the National Printer-Journalist Company by sending in the names of responsible newsdealers who do not keep the monthly on sale regularly.

Manuscript sent in for publication must be accompanied by a letter of explanation and return postage.

CHICAGO, FEBRUARY, 1905

The newspaper is not infrequently spoken of as a complete mirror of the times and this is often claimed to be the true newspaper ideal. It is said that in this view the ideal newspaper is the newspaper as it now exists. It enables the readers to see the world as it is and each to judge and form an opinion for himself. However, how many perfect mirrors are there? How many are so placed as to get the best light and to give true reflections? Every flaw, imperfection, irregularity, concavity or convexity in the mirror distorts and every particle of dust or dirt dims the image. A mirror may make one appear a giant or a dwarf, a grinning idiot or a sedate sage. All depends upon the mirror and nothing is more difficult than to secure one that is absolutely perfect.

How different is it with the perfect newspaper mirror, that has so perfectly reflected its city, county and State as to reveal all that is worthy, helpful, inspiring and beautiful; that has portrayed all resources and advantages as well as all the defects or wrongs that need righting—a newspaper, the daily or weekly reflections from which have resulted in a community of feeling, in laudable ambitions, in individual and public improvements, in happier, better, more beautiful homes, in improved lawns, streets and parks, schools, churches and benevolent institutions; in sanitation, healthfulness, cleanliness, righteousness and good government. Such a paper encourages and helps in the introducing of new industries and the establishing of new factories and the improving of those already existing, in the advancing of trade and general prosperity—serving all the people with singleness of heart and purpose all the time, and is at all times pointed to by its numerous admiring patrons and readers, with just pride and gratitude.

The newspaper mirrors are made up of the minds and hearts of the editors and reporters. These must be backed by the quicksilver of knowledge, discernment, human sympathy and understanding; must have the surface of candor, common sense and correct judgment; must be free from the flaws of ignorance, prejudice and conceit, from the grime and dust of self-interest, low ambition and fawning servility, and must have perfect luster and polish, in order to reflect clearly and correctly.

It makes all the difference in the world as to the character of the reflections of the newspaper mirror as to where it is placed. If it is so placed as to reflect only the backyards, the slums, the filthy places, the reflections therefrom cannot be very pleasing or edifying. If so placed as to reflect the best there is in the homes, in society, in the schools, in the industries and public life and in government, the reflections therefrom will be enrapturing, ennobling and inspiring.

With the view, that the newspaper is the complete, perfect mirror, we sometimes think that the English-speaking people have had but one nearly perfect newspaper man, and he lived before the day of newspapers, William Shakespeare, who so reflected the characters that he mirrored forth, that their truthfulness to nature have come to be recognized by every reader and in all lands.

There is much more in this world than the mere surface outline. No newspaper reflection or picture is perfect that does not mirror forth all that takes hold upon human interest. The outer surroundings and inner, moving passions; the clinging vines of affection, the modest flowers of sacrifice, service, duty, love, hope and aspirations; the thorn bushes of wrongs and entangling difficulties, must all be reflected in order to give a perfect view, or image of men and measures, acts and accidents.

In "Dotheboys Hall" the uninitiated public saw only a place for training refractory youth and giving to them strength of character by a somewhat rigid course of discipline and rule. In "Squeers" the head of the school, the people recognized only a "mild, scholarly man" and took him on his own pretensions. Charles Dickens, a prince among newspaper reporters, turned the perfect mirror of publicity upon the place and revealed the sufferings of the boys, the struggles and trials of the poor tutor Nicholas Nickleby, and by correctly mirroring forth this den of tyranny and cruelty to youth, broke up that class of schools in all England. By true reflection from the Chelsea debtors' prison, he revealed all the infamies practised there as well as the ennobling self-sacrificing character of "Little Dorritt" and, in the end, made imprisonment for debt, impossible in Great Britain.

But what has all this to do with successful newspaper publishing? Much every way. It is the province of the newspaper, to give truthful reflections of all that pertains to human interests and life, not only in a way to please and entertain but to instruct, to build up, to help and to lead the way to better things. The people are ready to subscribe and pay for the newspaper that honestly and courageously does these things. Such a paper is read and believed in and is sought after by all legitimate advertisers who wish the services of a reliable newspaper, convincingly to inform prospective buyers as to the articles or merchandise which they as merchants have for sale.

It is very foolish to think the character of a paper has little or nothing to do with its success. Some papers have no character, either good or bad. They are terious, tasteless and dry as dust, without heart or the blood of a healthy circulation. Poor newspapers, inane, objectless, without any real interest in the affairs of the people and the community that they pretend to serve, content with giving blurred, dull, distorted unilluminated reflections of the surface of trifling events that come before their beclouded, imperfect mirrors, have been endured and in a way supported by communities for the lack of anything better. Yet they have been looked upon with disgust, and apologized for to visiting strangers with shame and remorse. Do you publish such a paper?

Even as a correct mirror, the newspaper need not be without power and influence. With a large enough, perfect enough convex mirror or lens, we could distinguish the color of the cheeks of the maidens on the planet Mars. With a perfectly-reflecting mirror of the press, crime, wrong and all wickedness could be banished by their complete revelation, and all goodness, virtue and righteousness be glorified and made pervading and all controlling by their exaltation.

To be of any value a mirror must be true, clear, clean, highly polished, free from flaws, well-backed and substantially framed.

Truthfulness, clearness, cleanliness, even perfect polish, freedom from the faults or flaws of prejudice, ignorance, egotism, selfishness, envy, hate, covetousness and low, self-seeking ambitions; with a good backing of brains, common-sense, human sympathies, experience, knowledge, and vast capital in energy and industry, with a solid, enduring, sustaining frame of worthy purposes, principles and sentiments, are the essentials of a useful, popular and successful newspaper.

Notwithstanding all this, and all the preparation, expenditure and work implied therein, in a free government, a newspaper is generally considered to be more than a mere mirror of the world and its doings. The editor is expected to reason and enforce his reasons and convictions and to illumine and warn as well as to reflect. Dr. G. B. Winston, editor of the *Christian Advocate,* rightly said, in an address before the Nashville, Tenn., Press Club, the other day:

"To advocate purity of politics and to promote right public sentiment, is in a democracy not merely a duty under immutable moral law—it is more; it is a measure—the only absolutely sure measure—of self-preservation. No agency that can influence public sentiment at all in such a community as ours can dare to neglect the moral aspect of its influence. To do so is to dig beneath the foundations of our most cherished institutions.

"Given thus the paramount power of public sentiment in a popularly-governed nation, and given the absolute necessity that such a sentiment be unified on the basis of true morality, we arrive in the immediate neighborhood of the editorial department of the newspapers."

INDUSTRIAL PEACE—SPEECH AT CONNECTICUT TYPOTHETAE MEETING

By PROF. HENRY ROGERS, Dean of Yale Law School.

But the wars which states wage by force of arms against each other are not the only wars which afflict mankind. Industrial wars are threatening incidents of our modern life and as subversive of the law of brotherhood as the wars which nations wage with nations. The question of industrial peace is even more distinctively the problem of our day than is the question of international peace which has been the problem of many generations.

In the United States are twenty-two million workers. Seven million of these are engaged in manufacturing and mechanical pursuits.

The U. S. commissioner of labor has officially stated that the strikes and lockouts which occurred in this country between 1880 and 1900 threw out of employment 6,610,000 persons and that this resulted in a direct loss of $449,000,000. In the coal strike of 1902 the number of miners who stopped work was 147,000 and the direct loss more than $100,000,000. But the importance of this question does not depend alone upon the financial loss which industrial wars inflict upon the country. These conflicts provoke class hatreds and are often accompanied by deeds of violence.

After mentioning methods of securing or promoting industrial peace, Dr. Rogers said, in conclusion:

The United Typothetae of America, of which your organization in Connecticut is so distinguished a part, has set a splendid example to all the trades throughout the world. This honor you share with the International Pressmen & Assistants' union. The trade agreement made in 1903 between these two great organizations by which a peaceful method of settling trade differences was established, is so admirable in its character and so well adapted to its purpose that it deserves to be adopted by trade organizations everywhere. If that were done, it would solve the problem of industrial peace and solve it with honor to all concerned. No higher compliment can be paid you than to say that you are worthy to have all the trades follow in your steps.

COL. OSBORN'S SERMON.

Col. Norris G. Osborn, of New Haven, said in his address: "I think the relationship between employer and employe is a humane relationship. I think it is not a question of legislation but relation. The real question between employer and employe is not a complicated one. It isn't hard to settle the question if the game is played fair. We agree that the weak man should not receive the reward of the strong man. What is there about a dollar that is so much greater than an honest man? I propose to fight the battle for the good of others and reap the reward of the association. This may sound like a sermon, but such a sermon should be preached oftener, I think.

"I have lived to see the trade of typesetting disappear and implements used in place. I don't know what will come next.

"We can't make men good by law or sermon, but we can make men good by personal conduct."

MACK P. CRETCHER.

PRESIDENT KANSAS PRESS ASSOCIATION.

The newly-elected President of the Kansas State Press Association, Mr. M. P. Cretcher of Sedgwick is one of the most progressive, successful, up-to-date newspaper makers in that State, celebrated, both in the past and in the present, for able, aggressive, wide-awake editors and publishers. He is an Ohio man, though he has not as yet taken to office-holding outside of his calling. He was born in Champaign County, December 9, 1868, but migrated with his parents to Arkansas Valley, Kansas, in 1871, and passed his boyhood days on a Kansas farm. He was educated in the common schools of his home town, Sedgwick, and at twenty-two years of age, commenced to learn the printer's trade in the office of the Sedgwick *Pantagraph*, the paper he now owns. He worked one year for nothing and boarded himself. When, out of funds, he worked for several months in a drygoods store, then borrowed money and bought one-half interest in the *Pantagraph*, assuming editorial charge in May, 1892. In 1894

MACK P. CRETCHER.

he purchased his partner's interest, and has edited the paper continuously since that time. He was married January 20, 1897, to Miss Alice May Johnson, of Sedgwick.

His paper is widely copied, gaining this honor and fame from the short editorial paragraph work, a department the editor never had considered of much importance.

In 1904 Mr. Cretcher purchased a one-half interest in the Newton *Journal*, now issued by Cretcher and Napier, publishers, J. L. Napier, editor. Mr. Cretcher is ever a regular attendant at the meetings of the State editorial association, and always an active worker. He was a member of the executive committee of the Kansas Editorial Association in 1903, recording secretary in 1904, and chosen president in 1905, at the meeting held at Topeka, Jan. 16 and 17.

SHOWING PROOFS.

BY BERT R. BOWMAN, DENVER.

WITH the printer the primary object of submitting a proof is to minimize the possibility of disapproval or complaint when the product is completed. An unsatisfactory product is embarrassing to a profitable charge, and the proof is the means of securing some indication that will make complaint unavailing when the product is completed. It is the precautionary to protect profit besides the means of seeking to please. But since we concede the primary motive to be purely one of profit it enlarges the necessity to secure that indication at a minimum cost.

The usual offensiveness of proofs which are shown the customer is one very evident reason why they so often ignominiously fail to secure the approval of the customer, and this usually means an added expense to the printer. The customer has been quoted a price for a satisfactory job. By the existence of sharp competition the printer is required to submit to the inevitable because such conditions eventually discourage all provisions for alterations. With the single exception of failing to show a tasty and attractive proof the printer produces the job as cheaply as possible, giving only a corresponding value to the price charged. If the proof is offensive and not representative of the finished product, alterations are necessarily invited; and if the proof properly characterizes the finished product it is clearly manifest that all the purposes have been fully treated, rendering alike an advantage to both printer and patron.

All progressive shops have a handpress ostensibly for this purpose. Where there is a considerable volume of color-work these presses have become an essential and indispensable factor in the economical production of it. The printer is enabled to present a proof identical to the finished job, enhancing the possibility of the customer's "OK." Where color and marginal effect are involved a proof of this character eradicates the necessity of the printer depending upon the unappreciable imagination of the customer.

A small shop can show a creditable proof without the aid of a proof press, by using a good quality of paper, cut to a convenient size, and indicating the marginal effect by scoring it. Scoring is preferable to pencil lines. If the printer allows a proof to make an improper impression he loses a good opportunity and perhaps a profit in that he is obliged to alter the form to conform to the extent of the customer's revision. The lost opportunity is the credit the customer takes for whatever merit the product may have, so that the aim and purpose of the proof should be to create the right impression. What would look decidedly harsh and ugly, and manifestly objectionable, can be transformed to invite admiration if a moment's time is taken to present it with proper dignity and good taste. In lessening or abolishing author's changes, under the conditions described, the production of work is necessarily economized to a considerable degree. To resolve all the above into a "word" it is only necessary to say that offensive proofs are expensive to the printer.

And expensive proofs are offensive to the printer, too.

The Connecticut Typothetæ held its sixteenth Annual banquet at the Fontine Hotel, New Haven, Thursday evening, January 12th. It was, as usual, in every way a pleasing success. The spread was elaborate and plates were laid for one hundred and twenty-five. Wilson H. Lee, of New Haven, acted as toastmaster.

NEWSPAPER CRITICISMS

BY O. BYRON COPPER, DE SOTO, WIS.

Address all Communications for this Department to De Soto, Wis.

WE HAVE so many letters and newspapers submitted for consideration this month that we cannot afford to indulge in any preliminary remarks, but must get to work at once. The first thing our hand strikes on the huge pile at our elbow is a letter from J. Albert Hood, our good friend at Ocean Grove, N. J. In fact, Mr. Hood has sent us several letters since our last regular budget of reviews. The first we shall mention is a tasty Christmas greeting note on pale green stock (we're writing this by lamplight and therefore won't stand for criticism on our judgment of colors) enclosed within a dainty envelope of the same fine material. This is the inscription thereon:

That
You will enjoy
a cheerful Christmas
and have a full measure of happiness and
prosperity throughout the
coming new year of
1905 is the
sincere
wish
of

J. A. Hood, the Printer-man, of Ocean Grove, N. J."

Next is an unique "New Year Greeting" on a soft gray stock folded twice and holes punched therein for the dainty silken cord that ties it. Outside within a laurel wreath are the figures "1905" in gold. Upon the within central portion are these words:

NEW YEAR GREETING

It is my sincere desire that the New Year of nineteen hundred and five will have in store for you much happiness and the fulfillment of all your material and spiritual aims for the betterment of yourself and your fellowmen.

J. Albert Hood
The Printer-Writer-man of
Ocean Grove,
N. J.

all done into a pretty text with every branch of the printing art highly and handsomely demonstrated. Both of these pretty little tokens of remembrance are enough to convince one of the great generosity of the soul of the man who sends them, and then this manly letter, which shows plainly the beauty and liberality of its author's spirit:

January 15, 1905.

Mr. O. Byron Copper, De Soto, Wis.

Dear Mr. Copper: The January number of the National Printer-Journalist has reached me. I note that you have placed our friend Mr. Wietlispach and myself at the head and tail, respectively, of the class in ad contest No. 3. The laurels, in this instance, rest gracefully on the worthy head of an exceptionally good compositor, and I am gratified that the gentleman from Streator has been accorded the honors. The fellow at the bottom doffs his chapeau to the fellow at the top, and wishes him a long life in which to do many more good and better stunts in the printing line.

I also note your adverse criticism of my specimens, which of course were ordinarily constructed. If I was so unfortunate as to be afflicted with enlargement of the cranium your strictures would certainly have made it look like a deflated foot-ball. But for years I have been free from a "swelled head," so my No. 7 Dunlap still fits very nicely. I assimilate the unpleasant as well as the pleasant things with equal equanimity, endeavoring to profit by well-meant criticism.

I am sorry you were disapointed with my entries in this contest, for I feel sure it would have afforded you far greater mental satisfaction to have spoken favorably rather than otherwise of my typographical efforts. But my specimens will have fulfilled a mission, inasmuch as you have pointed out how badly the Balm ad could be constructed, and it was doubtless "of some interest," as I hoped, to the compositor-readers of the N. P.-J.

I extend you my thanks for your able criticisms, and also for the impartial manner in which you have conducted contest No. 3. Hoping that I will be able to do better next time, and sincerely wishing you good health and good times, I remain, Cordially yours,

J. A. Hood.

Friend Hood has guessed aright when he surmised that "it would have afforded us far greater mental satisfaction" to have been able to speak favorably of his typographical efforts in our last ad-setting contest; but in these matters an earnest critic quite frequently has no choice. Many times, as in this case, the critic is compelled to pass adverse comment upon the work of contributors who have endeared themselves to him by generous letters and gentlemanly conduct in more ways than one, while on the other hand he must not infrequently praise the work of those who have provoked him past description by their impudence and arrogance. The next from Mr. Hood is under date of January 16th, and runs as follows:

Dear Mr. Copper:

In going through the effects of an old friend of mine, recently deceased, I found a lot of old literature, some of it rare; and among it several old newspapers published in the sixties. Thinking that they might be of some interest to you I am sending you three copies by this mail. Yours very truly,

J. A. Hood.

These three ancient newspapers, published something, over a decade and a half before the writer's birth, indeed, furnish an interesting treat. The first is a copy of the New York *Herald,* dated July 11, 1861. Such headings as "Important News from Missouri," "Engagement Between the Union Troops at Brier Forks and Carthage," "Severe Loss to the Enemy," "Smart Engagement Between the Union and Rebel Troops," etc., confronts the eye, making the Rebellion more realistic than ever did the pages of Barnes' Brief History of the United States away back there in the little old log school house, where we first learned to trace the movements of Grant, Lee and Sherman on the map. The second of this seared trio is a copy of "The Philadelphia Inquirer," dated "Monday, October 13, 1862," and containing all the "interesting particulars" of "The Daring Rebel Raid into Pennsylvania." A copy of "The Press," dated "Philadelphia, Wednesday, May 6, 1863," is the last of this unique contribution. Its entire front page is given over to an article headed: "Army of the Potomac —The Operations of General Hooker—The Rebel Commander Lee Out-generaled—The Battle of Chancellorville—Stonewall Jackson Attacks the Right and is Repulsed—The Rebel General Hill Killed—Our Army Confident and Victorious." At the end there is a long, long list of the "killed and wounded." As we perused these musty columns we seemed to partake of some of the stirring sensations which they must have conveyed to their high-wrought readers of forty-two years ago. We should like to comment further upon the contents of these

old papers, and draw a comparison between them and the modern newspaper, but space forbids.

Since our last regular department, too, we have been receiving a whole lot of pretty printed stuff from one source and another, and which we must formally acknowledge before our conscience will feel easy. Especially has the American Type Founders Company, "of Everywhere," been kind to us with regular copies of their unique "American Chap-Book," and all sorts of beautiful "Bradleyfied" typographical advertising matter. Then there is a long, narrow mailing card from the McMullen Printing Co., of Cheboygan, Mich., wishing us a "Merry Christmas and a Happy New Year." Within a holly border wreath at the top there is a ribbon tied in a manner indicating that something had been thrust through here, but, if the supposition be correct, that "something" had been lost in the mails before it reached us. We are sorry, too, for it must have been something nice to be in keeping with the rest of the job. Then there is a fine, serviceable blotter from the Perkins Printery, Muncie, Indiana, containing on its face, besides the calendar for January and the talk to prospective patrons, a nicely-printed half-tone interior view, presumably of the Perkins Printery press rooms. Thanks; blotters are something an inveterate scribbler like us can always find use for. Last and least in size, "at least," in this case, is a "Merry Christmas and Happy New Year" card with the cut and compliments thereon of B. F. Harb, with the *Bulletin*, Anderson, Indiana.

Editor F. L. Baldwin, of the Munising (Mich.) *Republican*, Secretary-Treasurer of the Lake Superior Press Association, contributes the following interesting communication:

MUNISING, MICH., Dec. 21, 1904.

Mr. O. Byron Copper, Desoto, Wis.

DEAR SIR:—I enjoy what you say in the PRINTER-JOURNALIST about the other fellows' newspapers, so I am sending you a copy of our Paper-Mill-Christmas Number to see what you will say about us. Please note on page 4 what I say as to the time and number of hands used in the production of the edition. When we began work on the edition we did not know what we had undertaken, but experience leads me to suggest that you advise your readers never to undertake to print a newspaper on manila wrapping paper. We printed four pages at a time and, because of the curling of the paper it took two persons to feed the sheet, part of the time.

Would like to have your criticism of the paper as a whole, and of the advertisement "get-up" in particular. The eight-line wood type used in full-page adv. on page 16 was in obedience to the orders of the advertiser. He also wanted us to use a 30-point border, but we balked on that. Yours truly,

F. L. BALDWIN.

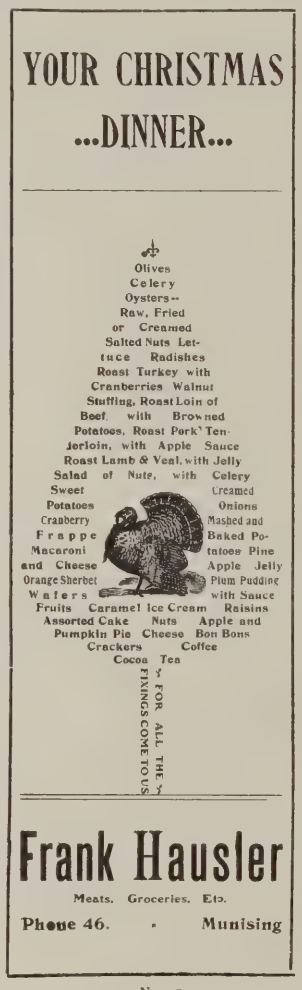
The getting out of a special Christmas edition on "Butcher's Fibre" paper represents something new to us and something distinctly unique. This edition of the Munising *Republican* consists of two six-column quarto parts and one folio, all replete with entertaining articles descriptive of the city and county and the work of the development of both. Elaborate half-tone cuts adorn almost every page. An exceptionally liberal advertising patronage has been extended this special edition, over sixty columns of space having been utilized in display. In speaking editorially of his "20-page-all-printed-at-home-on-home-made-paper-number," Editor Baldwin remarks:

> The work has practically all been done by four persons; and by the work we mean the editing, writing, reporting, typesetting, advertisement composition, presswork, folding, etc., etc. And the entire work has been done in a little less than twelve days. We believe this is a record that has never been equaled in any newspaper office of equal size and an equal number of workers.

Then after having spoken more at length anent the edition, its object, etc., the editorial closes with these patriotic words:

> In closing this, we wish to boldly assert that we are proud of our edition; proud of the paper used in its production; proud of the Paper Company that made the paper; proud of the town in which the paper was made, and proud of the loyal lot of people in the town. We don't all think alike all the time, but all of us do believe in putting in our everlasting best licks for the town. The "full dinner pail" made possible by the advent of the paper mill is one of the realisms that seems unanimous.

Makeup and presswork on this special edition of the Republican are in the main most creditable, and while there is nothing remarkably artistic about the advertisement composition, the ads, nevertheless, are all simply, hence economically, constructed, and are therefore neat and legible in appearance. Withal this edition calls forth our unreserved con-



No. 1.

gratulation. We clip one ad for reproduction (No. 1), not that it is in any way a model for other compositors, but merely on account of the appropriateness of the design. Editor Baldwin, in his letter above, alludes to the hurry attending the publication of this edition, which no doubt accounts more or less for the many conspicuous defects in evidence in this specimen; for instance, the missing ornament at the top of the "tree," the unjoined rule, the wrong font "H" in "Hausler," and the turned "c" in "etc."

WAKEFIELD, NEB., Dec. 29, 1904.

Mr. O. Byron Copper, De Soto, Wis.

DEAR SIR: Herewith find a few every-day ad specimens clipped from the last issue of the *Republican*. Would be pleased to have your criticism on them, either good or bad, as I am always ready to learn. Yours respectfully,

G. B. SPEARS, Foreman.

For "everyday ads" these will perhaps compare favorably with the ordinary country newspaper advertisement. The compositor possesses one admirable virtue and that is getting in an abundance of clean, pure white space; he knows how to

distribute it to the best advantage, too. The "L. C. Nuernberger" ad is an excellent and well-nigh faultless product, but for reasons of our own we are tossing it into the waste-basket and showing these two more faulty, but more original, designs (Nos. 2 and 3.) Almost any compositor will admit that the compositor in exhibit No. 2 got beyond hackneyed lines and produced something with an intrinsic relieving in-

The Furniture Store
ACME HYGIENIC COUCH
"THE COUCH THAT WON'T WEAR OUT"
Just received, a car load of Furniture, correct in beauty, design and quality—prices are correct too. Let us show you what we have. To see our line of Rockers is to admire them. They are nice ones and cheap ones too.
Everything New
China Closets, Combination Cabinets, Parlor Sets, Buffets, Side Boards, Oak Bed Room Suits, Dining Chairs, Cupboards, Kitchen Cabinets, Tables. Repairing promptly and neatly done.
Jay Graham is our Undertaker and a state licensed Embalmer. We do undertaking and have a fine hearse.
THE FAIR STORE CO.

No. 2.

fluence. The three lines, "The Furniture Store," would have pleased up better had each received the same indention, say about a pica from the border, and we have been wondering whether the ad could not have been somewhat improved where the line, "Everything New" intersects the central panel. The over and underscore might have extended out to the border, or at least from points of equidistance. Example No.

UP-TO-DATE JEWELRY STORE
In my jewelry store I have on display a fine new line of Jewelry, Watches, Clocks, Scarf Pins, Watch Chains, Fobs, Cuff Buttons, Rings, etc., etc. Engraving done free on all goods sold. Call on me and I will convince you that my goods and prices are right. I am a graduate optician and carry a full line of spectacles.
Remember that I am now located in the room opposite the Star Clothing House, and you should call and see my new stock whether or not you are ready to make your purchase.
FRED DIETZ, JEWELER AND OPTICIAN
Wakefield, - Nebraska

No. 3.

3 is exceptionally fortunate in its design, which is excellent. It is to be regretted, however, that the rules in the upper panel became displaced. We, of course, have not studied this specimen thoroughly, but at a glance would conclude that its entire construction would be possible with only labor-saving material, and we admonish our readers that these alone are the only kind of ad designs which they should aim to create. The type matter in the lower panel is scarcely pleasing, but with this material could hardly be bettered. We hope to hear again from Foreman Spears.

PUYALLUP, WASH., Dec. 18, 1904.

Mr. O. Bryon Copper, De Soto, Wis.

MY DEAR SIR: Am a constant reader of the NATIONAL PRINTER-JOURNALIST, and specially of your department.

I am taking the liberty to send you, under separate cover, a few copies of our paper, and a copy of the Souvenir Edition, which we issued in September; also a letterhead and a blotter.

The presswork on the paper has not of late been good—owing to the dampness of our new brick building and to the fact that we have not been able to get the press properly adjusted.

The marked article is our issue of November 12th will give you an idea of our plant. It is—without the slightest doubt—the most model, handsome and best equipped country newspaper office in the Northwest.

Any notice you may accord us will be deeply appreciated.

Congratulating you on the very clever and valuable work you are doing for the P.-J., I am, very respectfully,

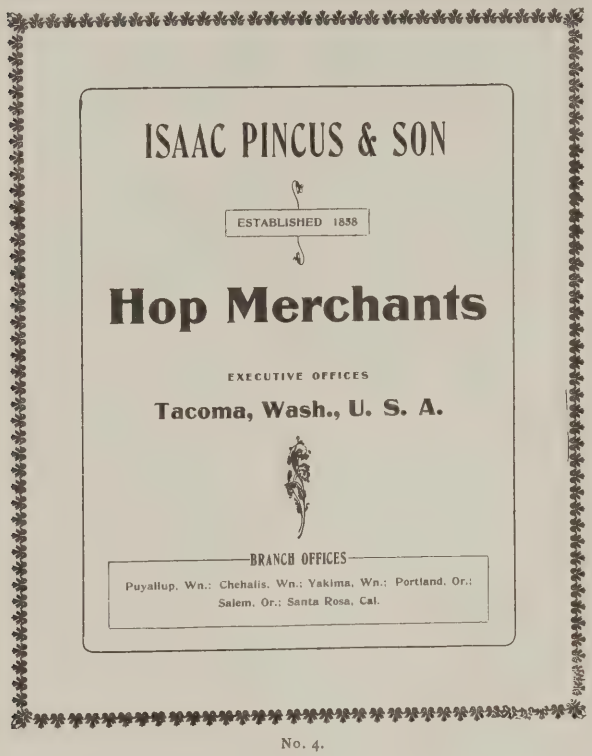
ROBERT MONTGOMERY.

The Puyallup Valley *Tribune,* Editor Montgomery's paper, is, indeed, a progressive-looking sheet, with eight six-column pages all printed at home and containing besides the abundance of well-selected and well-edited reading matter, something over twenty columns of displayed advertising and perhaps more than a quarter as much legal advertising and paid readers. Our friend need offer no apologies for the presswork, as that compares favorably with the average. The ad compositor evidently in an attempt to master the present trend of the art toward ornamentation "spreads it on a little too thick," as it were, and by the introduction of a trifle too many faces in a single ad fails to achieve the fine effects which would be possible with his mechanical ability, by the adherence to one distinct series for the display and less ornamental punctuation. The elimination of the three columns of displayed advertisements from the introductory page would be about our only suggestion for improvement in this respect. The editorial work is good, there being throughout, even between the lines, a staunch loyalty to the town in evidence. In the editorial alluded to in the foregoing letter, Editor Montgomery describes his office and equipment, thus:

> A large part of our equipment is brand new. We have a new Campbell cylinder press, a new 12x18 Chandler & Price jobber, several new imposing stones, new Polhemus type cabinets and a large and fine assortment of new type faces. The building is 27x56 feet in size and is constructed of pressed brick and concrete. It is finished in Washington fir, cut at the mills of this city, home products being used in every instance where they were procurable. The structure is well lighted throughout, has water and electric light connections and complete plumbing and sanitary arrangements. Built solely for use as a newspaper office—with editorial and stock rooms, an immense sklylight and concrete foundation for cylinder press—its design contemplates every modern improvement and convenience such a purpose demands.

Then comes the "Souvenir Edition," one of the grandest creations of the kind with which this department has ever been honored. Its editorial excellence combined with its varied contents, general elaborateness and typographical beauty, rivals our powers of description. The whole, printed on fine supercalendered stock, is found within an elegant yellow cover which is surmounted with a beautiful special design. It is, of course, in a stapled magazine form, with pages approximately 10x14 inches. Including the three cover pages, there are in all twelve pages of displayed advertisements, but the complete edition represents one of the best advertisements the Puyallup Valley could afford. The magazine proper, excluding the cover, consists of thirty-two pages, set two twenty-six-em columns to the page. Contents consist chiefly of glowing descriptive articles of the Puyallup Valley country, touching upon its scenic beauty, marvelous fertility, resources, geography, history, soil, climate, residences, horticulture, citizens, live stock, woodworking industries, cities, firms and manufactures. These descriptive articles alone are illustrated with over eighty well brought out half-tones. In a mechanical way, as previously intimated, this souvenir edition of the Puyallup Valley *Tribune* is most commendable. Details, make-up and presswork are all first class and the ad compositor here

has greatly surpassed the work, as noted in the review of the regular edition of the *Tribune*. We are showing a couple of fine designs from this special issue. (Nos. 4 and 5.) While the letterhead, envelope and blotter hardly belong to this department, we cannot, before turning them over to Brother


ISAAC PINCUS & SON
ESTABLISHED 1858
Hop Merchants
EXECUTIVE OFFICES
Tacoma, Wash., U. S. A.
BRANCH OFFICES
Puyallup, Wn.: Chehalis, Wn.: Yakima, Wn.: Portland, Or.: Salem, Or.: Santa Rosa, Cal.

No. 4.

Fitzgerald, refrain from saying that in our opinion the two former are excellent specimens of neatness and appropriate beauty, and while we cannot personally commend the mechan-

No. 5.

ical work upon the blotter, the wording, for such a purpose, strikes us as a most novel and quite exemplary idea. Herewith we quote the contents of the blotter, without regard to arrangement or display:

THE PUYALLUP VALLEY TRIBUNE

Prints all the news of the Valley and "whoops up" all its interests and industries. Are you encouraging the good work? We each of us belong to one of two classes—we are either Local Patriots or Local Parasites; we are Helpers or simply Hangers-on. Let us all cultivate the "Puyallup Valley Spirit" by patronizing and encouraging everything that makes for our own Progress, Happiness and Prosperity. Let this be our motto: "One Valley, One Purpose, One Destiny."

With best wishes, The Puyallup Valley *Tribune*.

FORT PIERRE, S. D., Nov. 16, 1904.

O. Byron Copper, De Soto, Wis.

DEAR SIR: Am sending you a sample of our paper with a sample or two of my own design in job printing, for your criticism, if you think it is worth mentioning. Our paper is not the best-appearing paper as it would be if we were not handicapped with the large amount of advertising.

After our new rule, borders and ornaments arrive I will send you something out of the ordinary. I am going to ask you to send me the December number of the N. P.-J. Very truly yours,

L. G. PATTERSON.

The Fairplay is the name of "our paper," and a very fair name for a newspaper it is. It is the regulation six-column quarto on ready-prints, containing an abundance of local and county news and a staunch Republican editorial department. The amount of displayed advertising in this issue of November 11, 1904, while liberal, is not sufficiently great to excuse the appearance of two columns of it on the initial page. The promiscuous way in which the ads are mixed up with the straight matter on the other home-printed pages merits condemnation. The setting of the ads, however, is quite neatly executed, along plain, everyday lines. In some instances, however, the compositor gets beyond the ordinary and produces

OUR LEADING LINES:
Garland, Majestic and Peninnsular Stoves.
Heath & Milligan Paint.
Studebaker Wagons.
CALL AGAIN
We have endeavored to make this store a credit to our city, and shall try at all times to please :: :: :: ::
Diamond Windmills, B & B Oil Heaters.
Binder Buy & Borst the Best
OUR LEADING LINES:
Vollrath Enameled Ware.
O. K. Washers. Anchor Wringers.
Reed Never Rust Tinware.

No. 6.

effects savoring of originality, as in the specimen shown (No. 6). This ad, however, is somewhat discordant, due to the choice of material. Suppose a six-point rule border had encompassed this specimen, with one- or two-point bold-face rules instead of the hairlines employed vertically between the three departments; and suppose further that next to the two ornaments in the center a two-point bold rule had been turned, with the light rules and a portion of the space removed from between these lines in the centre, and all the lines in the two outer columns centered, this would then have proved, in our estimation, at least, almost a masterpiece. Mr. Patterson's specimens of job work are being turned over to Mr. Fitzgerald, to whose department they rightly belong, and who is doubtless better able to pass judgment thereon than we. We shall be pleased to have further favors from this contributor, as he says, when the "new material" (oh, joy to a printer's heart!) arrives.

POCAHONTAS, ARK., Nov. 14, 1904.

O. Byron Copper, Esq., De Soto, Wis.

DEAR SIR: Some weeks since I sent you a couple or more copies of the *Star*. Am forwarding later issues under separate cover. Any comment or critcism that you may make will be received with thanks and in the same spirit that it is given.

Thanking you in advance for the favor, I remain, Very truly yours,

EARLE W. HODGES, Editor.

P. S.—I enclose a couple of "Extras" issued by us last week.

HODGES.

As a second "postscript" it might not be out of place to add that we do not like display advertising on first page, but two or three of our customers will not run "ads" in any other position. They are good, substantial customers and we do not care to turn their work away.

This is the publication which was given notice and exhaustive review in our last December's installment, the papers having evidently preceded the above letter a few weeks. We also have at hand a copy of the *Star's* "Christmas Edition," a seven-column quarto printed on good pink stock and most creditable as to contents and mechanical departments. This special Christmas number is more liberally supplied with ads than the regular edition and all our readers have perhaps not forgotten our description of that in our December department. The same high degree of artistic composition is maintained, as may be seen by referring to exhibit No. 7. This ad, with a change of copy, is duplicated in the Christmas edition, but as there were a few little errors manifest in the latter, due, no doubt, to a hurried change, we have preferred to show this one as a handsome, clean piece of work. We believe, however, that bolder rules for the panels would have improved matters. Now regarding Editor Hodges' (Mr. Blankenship is merely publisher of this sheet, and evidently not editor also, as we stated in our review of last December) second postscript, it would be far easier for us to pass this by unheeded; but as an honest critic we must meet such difficulties face to face. To be sure, "circumstances alter cases," and when customers refuse to advertise unless they are accorded certain positions, why the natural impulse is to give them the desired position. But, may not this threat to withdraw business be but a mere "bluff," meant to scare the particular publisher into conceding the point? For the past two and a half years the writer has been engaged in the publication of a country weekly in which no displayed advertising space on the front page is sold. Certainly many customers have requested a first-page position, but not in a single instance, to our knowledge, has any advertiser withdrawn his business or refused to advertise on this account. Where the practice of inserting ads on the initial page is once established, we fully realize the difficult task one would have in attempting to reform, or in a town where a competing and less scrupulous sheet was published, an editor might for some time find it hard to convince the merchants that an introductory page free from displayed advertisements was mutually all for the best; but where a publisher is starting a new paper and has full control of the field we can imagine no serious difficulties arising from the resolution to make up the face of the paper of exclusive straight matter. There is such a sound, logical line of reasoning and argument suggested in defense of the plan, that no sane advertiser can long remain blind to the mutual advantages derivable through its inauguration. The election news extras were good and deserve commendation.

The Advance Guard of Autumn
Has fired its first salute and it is now high time you were thinking about your fall purchases. Pay our store a visit and as your eye runs over our large stock you will certainly be tempted to part with your cash. The flood gates of low prices have been thrown open and we are resolved to do just this one thing—give you greater value in merchandise of all kinds than any other Merchandise Store in Pocahontas.
We will not Carry Goods over. That's the Reason we Keep Pushing 'em Out.
Every day from this date until after Holidays will be a special bargain day with us.
Each Bargain Bears our Guarantee for Reliability.
Spinnenweber & Peters.
Pocahontas, Arkansas.

No. 7.

National Printer-Journalist, Chicago.

DEAR SIRS: We send you a specimen copy of our holiday edition, issued yesterday, the principal features of which are illustrations of our inland lake resorts, and children's letters to Santa Claus—upwards of 100 of the latter.

What may be lacking in mechanical execution is chiefly due to the limited facilities of a small country office.

You may possibly remember our Mr. Rose as a delegate in the Denver, Portland and Buffalo meetings of the N. E. A.

Fraternally yours,

ROSE & WILLIS.

Messrs. Rose & Willis' letter, as above quoted, and their most excellent Christmas number have been, as is the natural custom, turned over to this department. The edition consists of twelve seven-column pages bound in an elegant lithographed cover. On the first inner cover page is an exceptionally well-written article entitled "In the Beautiful Land of Old Steuben," containing a patriotic description of "its hills and 'vallies,' and crystal lakes." [The proofreader evidently overlooked this line.] Several beautiful and well impressed half-tones occupy conspicuous positions on this page. On the first page of the paper proper is a brief illustrated history of Angola's churches, and following this are other equally interesting special articles besides the regular amount of local news, county correspondence and personal mention, besides an able and extensive editorial department. Along toward the closing pages appear the *Magnet's* "Letters to Santa Claus, Written by His Little Friends from All Parts of this Vicinity." Now, while personally we do not believe in teaching children such falsehoods as the belief in the existence of such a fallacious individual as Santa Claus, since such teaching must finally, in a greater or less degree, result in the child's conscious or unconscious distrust or contempt for its parents' word, we fully realize that there are comparatively few people who agree with us—but there! We sometimes forget that we are not employed to write sermons, but, rather, newspaper critcisms. The publishers of the *Magnet* have perhaps done no more harm than merely aid in prolonging the deception practiced so universally upon the "confidin'" little ones, as James Whitcomb Riley says. Laying aside all scruples this idea of having all the little children in the vicinity write Santa a letter for publication is indeed an original one, and no doubt pleased hundreds of the paper's patrons who do not agree with us on the Santa Claus question, and to please your patrons is a newspaper man's first duty—but don't forget what Editor Herbert said about this, in his comparison of the newspaper man with the druggist. You've no more right to furnish your patrons with poison than has the pharmacist, provided you have reason to believe it will culminate in his suicide. These letters to Santa are almost numberless, some of them are absurd; some comical, others pitiful, but all interesting, even to us. Mechanically this special edition of the Angola *Magnet* is creditable. Ad composition is plain, neat and serviceable, the makeup neat, correct and even artistic, and the presswork is clear and legible. These special editions are something we never tire of praising, and the publishers, who have the time, material and money to issue them are gaining popularity with their readers. This edition of the *Magnet*, we came near forgetting to remark, is most generously patronized by local advertisers.

He who devotes all his time to discovering and pointing out the errors in the creeds or beliefs of others has no time left in which to discover and live the truth for himself.

A MODEL ANNUAL ADDRESS—MANY FEATURES OF NEWSPAPER MAKING TREATED.

THE Kansas State Press Association closed on January 17th, a very profitable convention at Topeka. The program, published elsewhere, proved exceedingly valuable in the papers presented and exceedingly practical in the discussions elicited. It is impossible, at this time, as our reading page forms close on the twentieth of each month, to give, now, the space deserved, but these discussions and papers will be taken up at a later date. President Ewing Herbert made many valuable suggestions in his annual address that will be read with interest and profit by editors everywhere. Outside of his address, he made many remarks, from time to time, that were eminently opportune and highly appreciated. Right here, the editor wishes to return sincere thanks for the kind words that President Herbert volunteered, in the interest of the members of his association, in regard to the great practical value of the NATIONAL PRINTER-JOURNALIST to newspaper makers and printers, even going so far—after his fifteen years' experience in reading this paper—as to say that if any member of his association was not now a reader of this paper and would subscribe for the same and study it and say at the end of the year that he had not received more than his money's worth, he would himself repay the subscription price. He referred, in like manner, to the course of reading and special study laid out by the editor of this paper in the address before the students of the Kansas State University, printed in the January issue of the NATIONAL PRINTER-JOURNALIST, and recommended editors to adopt the course of study suggested thereby. There was no matter of self interest nor of relationship in these remarks, for President Herbert pays the full price for his paper, like any other subscriber and, though he has the same name, is no way related to the editor of the NATIONAL PRINTER-JOURNALIST. He is, however, an enthusiastic and successful newspaper publisher and to a marked degree, a man of independent thought. This much by way of acknowledgment.

President Herbert's address was published in full in the Topeka *State Journal* and in the Topeka *Daily Capitol,* two most excellent papers, and was as follows:

Kansas is a newspaper-made State. From territorial days—from birth—no newspaper—east or west, north or south—has failed to pay tribute to Kansas. Some of the advertising has been good—much of it has been bad, but all of it has been of some account—all of it better than no advertising at all. The newspapers of the State are notable—some notorious—and many of the publishers seem to be better known and more discussed than the newspaper men of other States. There is a freedom of thought and expression in Kansas newspapers which is uncommon. No one seems to direct their policy—many of them haven't any. They have a way of saying and feeling what they think—if they think at all. This may be lack of culture—it may be lack of tact, but it is natural and wholesome—better than to think one thing and say something else. The keen interest taken in Kansas affairs, from school district to State matters, is evidenced by every newspaper. And the loyalty to Kansas is something fine. It is the mark of intelligence, of sterling patriotism. Each newspaper is read by at least five persons, and this means that 90 per cent of our people read newspapers and little else. The editors' words invade every home. The preacher and lawyer and teacher and politician say much that no one can recall, but the editors' phrase is on record in type which all may read.

The Kansas papers seem to share in the general advancement and prosperity. Although your president has the newspaper lapses and shortcomings so often complained of, he humbly pleads for better things. For instance, why not stop forever petty quarreling with one another? The "roast" is no credit to any editor and of no interest to peace-loving readers. The way to respect our great calling and power is to respect one another. Men of average intelligence are partly right in their difference and partly wrong. Impartial discussion of differences of opinion on public matters may have some interest, but no personal reference made to the enemy down street strengthens any cause. A war of words lacks both sense and dignity. No newspaper man of experience has any pride in his personal quarrels. They are usually a source of shame and will always cause regret to any but the conceited and immature.

The newspaper that attempts to give all a square deal, including competitors, is the newspaper every editor should desire to produce at any cost and he shouldn't be connected with any other kind, even by a mortgage. His ideal better self should always be free—although for all business dealings he should adopt the practical cash policy. Pay cash and exact cash. Don't give away printing. Don't trade printing. Make prompt collections. Pay your own way like a gentleman. Never notice a paid entertainment unless paid to do so. Never owe any one anything but good-will. Pay that and keep on paying it.

And why not quit working for nothing, just to beat the other fellow? Wouldn't it be wiser to cooperate with him than to compete with him? Labor, equipment, stock, capital, brains, are necessary to successful printing and publishing. Work should be done at a fair price, for work is for the worker and good work depends on the amount of human energy and human life put into it, and there should be some thought of the worker and not so little thought which benefits none but the consumer. The newspaper man works all the while. His mind and body are chained to his work. He is poorly paid in money and if he deals unjustly with himself and his fellow workmen, he is a pitiful and culpable failure. The cheap labor in the country printing offices is made cheap by foolish and unreasonable competition. The deadbeat editor is another product and so is the newspaper hold-up and newspaper bust-up.

A master printer should say, "Good work is seldom cheap work and I will do good work and pay my helpers good wages, and by my example induce my competitor to do as much." Better, far better, have it said that yours is the best printing shop than have it said that it is the cheapest one.

And why not insist on legislation fixing the price of public printing by the line, which all can count, instead of by the square, the measure of which printers differ? Wouldn't it be a better arrangement to have a fixed price and give the spoils to the victor than to do the public printing for next to nothing, as is so frequently done?

And why not deal with your party central committee as you do with any other patron? Charge for party advertising. Charge for advertising candidates. Contribute cash to the party campaign fund. Defend your party principles and support your party candidates without price. Don't let your central committee pay you for this service. Be respectful in your criticism of other parties and candidates, for that is the best support you can give your own.

And why not charge for "cards of thanks?" Why not charge for everything that will stand a charge? Charge as often as the Japs did at Port Arthur. Make one price to all. For country papers a cent a line for each hundred circulation is nearly right and none of them get it. Why not help your merchants sell good goods and help your party elect good men to office? Help secure good roads, a primary election law and pure food. Why not expose advertising fakes and fakers? Why not urge all your subscribers to consult a physician before taking the patent medicines you advertise? And why not, above everything else, keep your town clean and lawful—commending every good deed and boosting every enterprise—helping schools and churches with timely notices—printing nothing, neither advertising or reading matter, that can't be read aloud before the children in every home. Spiteful, ugly things have no place in any paper, but there should always be room for hopefulness and good humor. Why not be for everything that's good against everything that's bad? If right, the newspaper is powerful, if wrong, it is weak.

Type and presses do not make a successful paper. It takes more than that. Most political ventures and personal organs die young. It is the duty of the good citizen to subscribe for and read the good newspaper. It will inform him, enlarge his acquaintance and sympathies, and unconsciously aid him in his purposes. The editor has an interest in every citizen. No one is a patriot who fails to give up something for his fellow-man. Goodness comes from sacrifice of natural meanness and goodness never comes quick. A dishonest paper cannot exist in an honest community. If the dishonest paper lives corruption rules. The newspaper should be the best thing in every town. The editor must never falter, must never weary of his work. As he ages he learns that "it is better to travel hopefully than to arrive— that true success is to labor." And when tired hands are at rest, let it be said of the master workman and his work: "Here ends a series of books written through a number of years with no little toil for the strengthening of hearts."

REVIEW OF JOB WORK

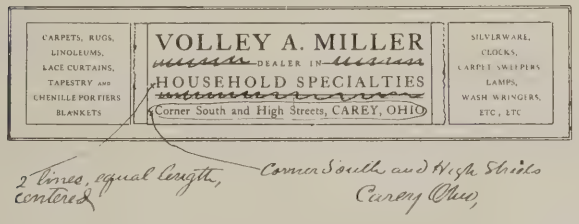
BY A. V. FITZGERALD, MILWAUKEE, WIS.

Address all Communications for this Department to
1319 W. Ravenswood Park, Chicago, Ill.

A COMPOSITOR possessing a characteristic style, and whose work is well known to the readers of this department, is Mr. D. Gustafson, of Red Wing, Minn. The opinion expressed in the following extract from a letter of his shows how a certain kind of "criticism" is regarded by the more competent and ambitious craftsmen: "* * * While the review departments in the trade journals are productive of a great deal of good, yet one cannot get everything through them that he needs or wants; and for that matter some of these departments have been resolved to something akin to a medium of exchange of admiration between critic and contributor, and it was with no small degree of satisfaction that I read your announcement in the last JOURNALIST that there would be "no hot air dispensing" in your department. This uniform praise of everything—good, bad and otherwise—is nauseating. I, for one, am pleased with the stand you take."

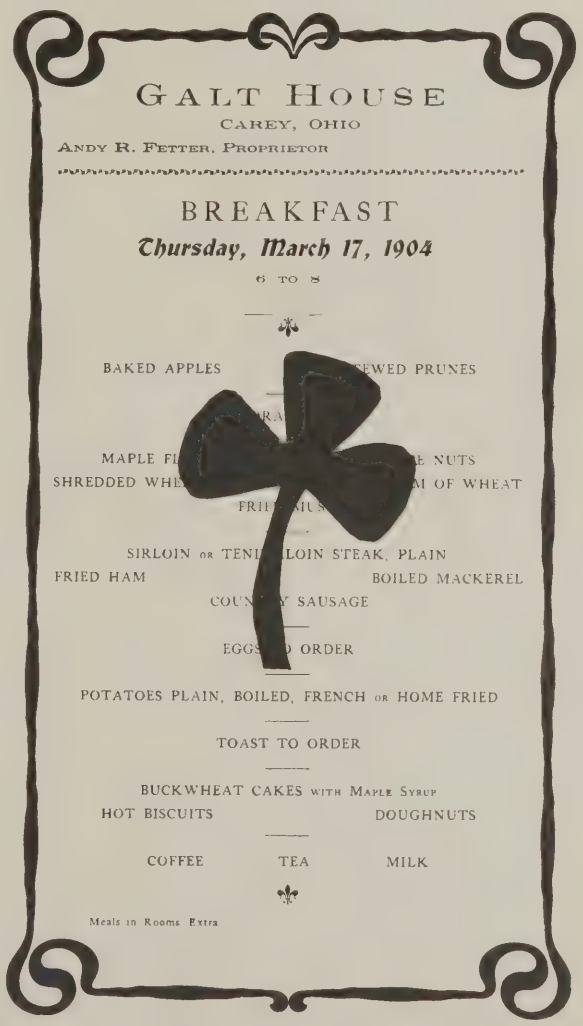
Specimens which "point a moral" are just as valuable to the students of this department as are those of artistic excellence demanding praise, and reproduced to "adorn our tale." It is well to have the virtues of others held up to us, but we are likely to derive greater benefit from having our own vices pointed out.

L. H. MCNEIL, Carey, Ohio.—The samples submitted range from fair to very poor. The Miller letterhead comes in the first classification, its praiseworthy points being the choice of type face and general arrangement of display. In the composition of medium-grade advertising matter it may be excusable to have the rules forming the panels come "pretty close,"


CARPETS, RUGS, LINOLEUMS, LACE CURTAINS, TAPESTRY AND CHENILLE PORTIERS BLANKETS
VOLLEY A. MILLER
DEALER IN
HOUSEHOLD SPECIALTIES
Corner South and High Streets, CAREY, OHIO
SILVERWARE, CLOCKS, CARPET SWEEPERS LAMPS, WASH WRINGERS, ETC., ETC
2 lines, equal length, centered
Corner South and High Streets Carey Ohio

No. 1.

but in stationery composition they must be joined *perfectly* —they are not so joined in this letterhead. When panels are used in this class of work the address should be placed outside the panel so as to form part of the date line. Figure 1 shows this job proof-read to conform to the foregoing. Note the center panel is made wider to unify the design, instead of having it in three parts. Of course it will be necessary to white-out properly, putting about four points more space above the dealer's name. The Galt House Menu (Fig. 2) contains nothing to praise typographically, and the presswork is worse, if possible. The border should have been omitted, the three first lines placed in the lower left-hand corner (the name of the house in about the size of "Carey, Ohio," the size of the other lines to be reduced proportionately), the date small and in the lower right-hand corner, say, and the word "Plain" following the word "Steak," and "Plain, Boiled, French or German Fried," following the word "Potatoes," should be caps and small caps, the word "potatoes" being centered and the descriptive line being centered beneath same. The clover-leaf might be placed in the upper right-hand corner so as to overhang the heading "Breakfast." Omit other ornaments. The green ink used on border and clover-leaf is of too poor



No. 2.

a grade for this class of work, or shows bad presswork. The two four-page folders are very well composed, but the margins are faulty. The printed page should have been placed slightly higher—giving a wider margin at the foot than at the head—the sample shows them exactly centered, and they *appear* to be below the center. The stock chosen is too dark (a cloud gray), part of the composition being in six-point O. S., is scarcely legible, and this fault is aggravated by the use of a colored ink. I hope to hear from you from time to time. Your composition gives promise of improvement.

RUSSELL THOMPSON, Boulder, Colo.—The two window cards which you desire compared are a "hang choice." The card printed in orange had been the better if you had used a plain, legible letter, instead of the text. Your notehead (Fig.

THE PAPER THAT BRINGS RESULTS TO THE ADVERTISER
The Herald
THE BEST EQUIPPED JOB PLANT IN NORTHERN COLORADO
O. H. WANGELIN, EDITOR AND PROP'R

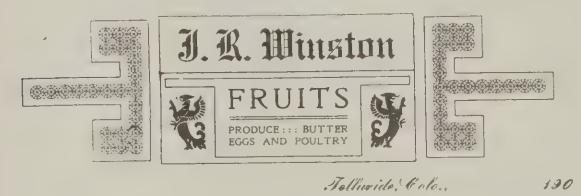
Boulder, Colorado,

No. 3.

3) can be vastly improved by omitting all the rule work, changing the position of the editor's name, etc. (this line is poorly spaced, and the word "proprietor" should be spelled out), and emboss "The Herald."

CLARK SMITH, Clearfield, Iowa.—The pamphlets you mention have been "lost in the shuffle" incident to the change in this department. Send duplicate lot. We shall be glad if any suggestions herein be found of service to you.

HENRY A. ANGER, Denver, Colo., sends several specimens possessing the well-known characteristics of "the panel man from the Rockies," characteristics which many have attempted to imitate—very few successfully. I am sorry the color scheme renders reproduction impossible, for Anger's work is



No. 4.

suggestive. My introductory remarks in last month's issue contained some advice against over-elaboration—i. e., to quit work on a job when it is finished. A job before me (Fig. 4) illustrates this point. Had the compositor, Mr. Will San-

No. 5.

born, of Telluride, Colo., left undone all the labor expended upon this letterhead, except the salvage shown in Fig. 5, his work would have possessed a high degree of merit, economically and artistically. As it is the job is very amateurish. Mr. Sanborn's work in general is much above the average, the job reproduced being the only really faulty one submitted. I can scarcely believe that he is guilty of "building" it. The presswork throughout is good.

PRESS PUBLISHING CO., Cœur d'Alene, Idaho.—Composition of blotters is very good—presswork rather poor.

H. M. HICKMAN, Coalgate, I. T.—Your samples give evidence of a lack of facilities for rule work, and panel-work should be well executed or not attempted. You can achieve far more satisfactory results by artistic arrangement of the type matter.

BRENT WILLIAMS, Fulton, Mo.—Submits specimens of the work of a deaf one-year apprentice which are very creditable. The ornaments should be omitted. Ornaments other than special designs are seldom appropriate on stationery.

GEO. A. THORNDIKE, Medford, Mass.—Your blotter can be very much improved by omitting the border rules (except the rule around the calendar) and the ornaments. So much rule work tends to smother the type. Do not be afraid to leave some white space—it gives relief to the type display.

H. C. HULL, Ashville, N. C.—Your package of samples failed to reach the writer, but your notehead is before me. There should be a tint in the center panel and the parallel rule and the two "tails" should be omitted.

WISE EXPLOITATION OF PUBLICITY.

BOLIVAR, NEW YORK, Jan. 14, 1905.

Hon. B. B. Herbert, Chicago.

MY DEAR HERBERT:—Once a month the *Breeze* has an editorial on the subject of advertising, in which the value of newspaper advertising is strongly shown in general and the value of advertising in the *Breeze* in particular.

We have been able to trace good results to these editorials. The arguments made have induced a number of business men to have more faith in newspaper advertising—and we have gained new contracts.

This may have something to do with the large amount of display advertising appearing in every issue of the *Breeze*. During the past year we have never run below 650 inches an issue, and many weeks we have handled 800. During the holiday season we averaged about 1,050 inches an issue.

The attached clipping headed "Profitable Publicity," appeared in the *Breeze* as an editorial on Dec. 29. It will give you a good idea of the style and character of our advertising editorials. What do you think of the proposition? Could not the plan be followed with profit by many other publishers of weekly or daily newspapers? Very truly,

JOHN P. HERRICK.

PROFITABLE PUBLICITY.

If you desire the trade of the people of the Allegheny county oil field, why not invite them to come and see you? Tell them each week, through the *Breeze*, what you have to offer. Use the same argument that you do to the customer outside of the counter. Clear, convincing and interesting advertisements will command their attention and respect. You can spend your money for signs on fences beside those of firms dead and gone, for calendars of which every man is supplied with a dozen, for flaming banners outside of a circus tent which are up just one afternoon, for space on directories which are out of date before the painter finishes the work, owing to the death of a member of a firm or a dissolution of partnership, or any one of a dozen other schemes that are of doubtful or little value, yet expensive.

A newspaper carries your message every week to the men and women you wish to reach, the people from whom you naturally expect to influence trade. A good advertisement well displayed has a pulling power of undoubted value.

The *Breeze* covers its field very thoroughly, it stands high with its readers and advertisers, and no country newspaper displays advertising to better advantage. Our compositors have all needed type and borders to work with and they know their business. All advertising copy is edited as carefully as the news matter and great care is taken in proof reading.

If you have never advertised regularly in the *Breeze* and desire to become more thoroughly in touch with the buyers of the Allegheny oil field, why not make a contract for space for the coming year?

There is no advertising so good or so reasonable in price as space in a live newspaper, providing common sense copy is used. Why not begin to spend your advertising appropriation for profitable publicity?

ENGRAVERS TITLE

IS CAST IN DEEP CUT MATRICES FROM SUPERIOR COPPER-MIXED METAL ON THE POINT LINE, POINT SET, POINT BODY LINING SYSTEM

24 A 6 Point Engravers Title No. 1 c $1 00

ALL EASTERN RAILROADS CONSOLIDATED 2

20 A 6 Point Engravers Title No. 1½ c $1 00

4 TRAINS START EVERY HALF HOUR

16 A 6 Point Engravers Title No. 2 c $1 00

CHEAP RATES TO CALIFORNIA 5

16 A 8 Point Engravers Title No. 3 c $1 25

8 VISITORS ARE WELCOME

14 A 8 Point Engravers Title No. 4 c $1 25

HIGHEST MOUNTAIN 9

12 A 10 Point Engravers Title No. 5 c $1 40

2 RICH GOLD MINES

12 A 10 Point Engravers Title No. 6 c $1 40

WESTERN TOUR 3

10 A 12 Point Engravers Title No. 7 c $1 50

4 BLOCK SIGNAL

9 A 12 Point Engravers Title No. 8 c $1 50

FINE TRAINS 5

9 A 14 Point Engravers Title c $1 75

6 LONG TRIP

7 A 18 Point Engravers Title c $2 00

BRIDGES 7

4 A 24 Point Engravers Title c $2 50

8 DOME

ANNOUNCEMENT

ENGRAVERS TITLE AND THE MISSION SERIES SHOWN ON THE FOLLOWING PAGE, KEPT IN STOCK AND SOLD BY THE FOLLOWING HOUSES AND DEALERS:

GREAT WESTERN TYPE FOUNDRY, KANSAS CITY, MO.
GREAT WESTERN TYPE FOUNDRY, OMAHA, NEB.
ST. LOUIS PRINTERS SUPPLY CO., ST. LOUIS, MO.
MINNESOTA TYPE FOUNDRY CO., ST. PAUL, MINN.
SOUTHERN PRINTERS SUPPLY CO., WASHINGTON, D. C.
PACIFIC PRINTERS SUPPLY HOUSE, SEATTLE, WASH.
A. G. ELLIOT PAPER CO. DALLAS, TEXAS
GOLDING MFG. CO., BOSTON, MASS.
GOLDING & CO., PHILADELPHIA, PA.
R. W. HARTNETT CO., PHILADELPHIA, PA.
E. C. PALMER & CO., NEW ORLEANS, LA.
THE SOUTHWEST PRINTERS SUPPLY, LOS ANGELES
GETHER-DREBERT-PERKINS CO., MILWAUKEE, WIS.
HEYBACH-BUSH CO., LOUISVILLE, KY.
THOS. E. KENNEDY & CO., CINCINNATI, O.
PACIFIC STATES TYPE FOUNDRY, SAN FRANCISCO
MILLER & RICHARD, TORONTO, ONTARIO
FUNDICION MEXICANA DE TIPOS, CITY OF MEXICO, MEX.
WESSELHOEFT & ZIMMERMAN, LONDON, ENGLAND
GORDON & GOTCH, MELBOURNE, AUSTRALIA
LIBERTY MACHINE CO., N. Y., SO. AND CENT. AMERICA

KENNEDY & SAMPSON
STORE FIXTURES
294-306 HARDWOOD STREET
CHICAGO

GEO. E. CHANDLER

LEATHERVILLE, IND., _____ 190

M_____

TO CLARK & ROGERS DR.
BOOTS AND SHOES

OAK BRAND SHOES
UP-TO-DATE STYLES

OUR SHOES ARE ALL GUARANTEED TO BE WELL MADE FROM THE SOLE UP

216 UPPER STREET
TELEPHONE, MAIN 1257

BARNHART BROS. & SPINDLER
TYPE-FOUNDERS
183-187 MONROE STREET CHICAGO, ILLINOIS

MISSION SERIES

PATENT AND REGISTRATION APPLIED FOR

Cast Point-Line, Point-Set, Point-Body in Deep-Cut Matrices from Superior Copper-Mixed Metal

The Mission Series up to and including the 18-Point size, is sold in fonts of 25 pounds and multiples thereof when spaces and quads are included, or in fonts of 20 pounds and multiples thereof when spaces and quads are omitted, at body letter prices, as follows: 6 Point, 64 cents per pound; 8 Point, 52 cents per pound; 10 Point, 46 cents per pound; 12 Point, 42 cents per pound; 14 Point, 40 cents per pound; 18 Point, 40 cents per pound.

Larger sizes in preparation — Figures cast en set

MODERN IDEAS

never before has such beautiful printing been done as is being turned out at the present time. The every-day work of the modern printer excels the choicest products of a few years ago, and when an attempt is made now-a-days to produce something extra fine the result is often nothing short of marvelous. A truer conception of the artistic, and facilities greatly improved over those at the printer's disposal in former years, are responsible for this satisfying condition of things. Type faces are no longer noted chiefly for their freakishness; on the contrary, designs of today are notable for genuine artistic excellence, and they are of a nature, as a rule, that will always be used. One thing of decided value to the printer desirous of doing the best work in the shortest possible time is Barnhart Bros. & Spindler's Point-lining system. Nothing but ordinary leads or slugs are needed for the lining of Point-line faces on different bodies; if the bodies agree in size the faces line naturally. This lining system is a far-reaching improvement, both in the matter of saving composition time and the improved appearance of the finished work. In the matter of time on work in which rules are to be lined with type the saving is especially noteworthy, as rules may be lined with any Point-line system face as quickly as the same space could be filled with quads. In a word, the improvement brought about by the adoption of our Point-lining system enables the office having type so cast to make a fair profit at prices which with less modern facilities would mean a loss. It should be the aim of every printer to replace his present outfit of type with Point-line faces as rapidly as possible. The saving in composition sure to result will go far toward paying the cost of the change. We have considerably more than 1,000 separate faces cast on the Point-lining system, to which

SET IN 10-POINT SIZE

6 Point Mission u — Job Font, $1 75

THE MATTER OF LINING TYPE IS SO IMPORTANT THAT EVERY PRINTER SHOULD BE FAMILIAR WITH THE DEtails of our Point-line, Point-set, Point-body Lining System. This system saves the printer many a dollar in composition time, to say nothing of the increased beauty of his work. Every printer has experienced trouble in bringing type on different bodies to line, and in lining rule with type, and therefore knows the great loss of time unavoidable when lining type is not available. Take a legal blank, for instance, in which words in larger type that begin paragraphs, as well as some others, must be lined as near as may be with the letter selected for the body of the work, and in which two-point brass rule must be lined with the type: hours of valuable time must be spent by the compositor having only old-system material at his disposal, because of the necessity for using paper and cardboard to bring about even a semblance of alignment between the various faces and between type and rule. No printer worthy of the name will 1234567

8 Point Mission u — Job Font, $2 00

ELECTRIC-WELDED CHASES THAT WE MAKE FROM SILVER-GLOSS STEEL ARE NECESSARY in these days of close competition. These chases cost the customer no more than hand-welded wrought-iron chases, and so there is no reason for buying the latter. We make them for both cylinder and platen presses, and they save time and money wherever used. Platen presswork costs from twenty-five to seventy-five cents per hour; cylinder presswork from seventy-five cents to one dollar and more per hour, according to the size of press and rate of wages. This being true, it does not pay to have chases that cause presses to lose time. A chase should be perfectly square, and all its sides should be true in every way, as 8901234

10 Point Mission u — Job Font, $2 25

EVER SINCE GUTENBERG CAST HIS FIRST TYPE EFFORTS HAVE BEEN put forth by type-makers to improve their product in respect to its durability. For centuries little progress was made in this direction however, owing mainly to the fact that hard, durable metals refused to yield perfect faces; and so, much against his will, the type-founder was compelled to sacrifice the quality of his metal, from the standpoint of durability, in order that sharp, clear-cut faces with perfect printing 567

12 Point Mission u — Job Font, $2 50

THERE ARE SEVERAL THINGS TO CONSIDER IN TYPE QUALITY. Durability, of course, is very important; but durability is not all. Finish, accuracy, artistic in design, correct lining principles, depth of cutting—all must be taken into account. To be durable type must be cast from a perfectly proportioned and perfectly blended alloy of 890

18 Point Mission u — Job Font, $3 00

AS TO THE EXTREME DEPTH TO which all our faces are cut we are receiving many letters of commendation, especially so from printers who do electrotyping, and for all purposes deep-cut type is preferable. Our first care is the welfare of our 45678

14 Point Mission u — Job Font, $2 75

THERE IS NO RECORD OF THE BIRTH OF JOHN GUtenberg, but it is the belief of his German biographers that he was born at Mentz about the year 1399. His parents were Frielo Gensfleisch and Elsie Gutenberg Their two children were 12345

BARNHART BROS. & SPINDLER, Type Founders, CHICAGO

INLAND TYPE FOUNDRY

INVENTOR AND MAKER OF

STANDARD LINE UNIT SET TYPE

SAINT LOUIS

JANUARY 20, 1905

WE ARE PLEASED TO ANNOUNCE TO OUR MANY EASTERN FRIENDS THE FORMAL OPENING OF OUR NEW YORK BRANCH, FEBRUARY FIRST, NINETEEN HUNDRED AND FIVE.

ON AND AFTER THAT DATE, ORDERS FOR ALL CUSTOMERS IN EASTERN NEW YORK, EASTERN PENNSYLVANIA, NEW JERSEY AND THE NEW ENGLAND STATES SHOULD BE SENT TO THE NEW YORK OFFICE, WHICH IS LOCATED AT ONE HUNDRED AND SIXTY WILLIAM STREET.

WHILE AT PRESENT OUR STOCK AT THIS POINT IS LIMITED TO JOB FONTS AND A SMALL AMOUNT OF BODY LETTER IN OUR MORE POPULAR SERIES, WE SHALL, FROM TIME TO TIME, ADD TO IT, AND WITHIN A SHORT TIME SHALL FURNISH SORTS FOR OUR LEADING BODY LETTER FACES.

FROM THE BEGINNING WE SHALL BE ABLE TO SUPPLY OUR OWN MANUFACTURES PROMPTLY, AND IF YOU WILL ASSIST US BY INDICATING WHAT FURTHER STOCK IT IS ADVISABLE TO CARRY IN ORDER THAT WE MAY GIVE YOUR BUSINESS PROMPT ATTENTION, IT WILL BE VERY MUCH APPRECIATED.

THE BRANCH WILL BE UNDER THE MANAGEMENT OF MR. J. H. RAMALEY, WHO, FOR A NUMBER OF YEARS, HAS HAD CHARGE OF OUR BUFFALO HOUSE. HIS WIDE ACQUAINTANCE AMONG THOSE ENGAGED IN THE PRINTING BUSINESS, AS WELL AS HIS INTIMATE KNOWLEDGE OF THE REQUIREMENTS OF THE TRADE, ESPECIALLY EQUIP HIM FOR THIS POSITION.

OUR MATERIAL IS UNIVERSALLY RECOGNIZED AS THE BEST; OUR PRICES ARE NO HIGHER THAN THOSE CHARGED FOR INFERIOR GOODS; AND, WITH THE ADDED INDUCEMENT OF PROMPT DELIVERY, WE HOPE IN FUTURE TO HAVE A LARGER SHARE OF YOUR BUSINESS.

INLAND TYPE FOUNDRY

SET IN BLAIR AND CONDENSED COMSTOCK

CHAUNCEY B. STICKNEY, PRESIDENT — LON P. HARRISON, VICE-PRESIDENT — JONATHAN BAILEY, TREASURER

STICKNEY, HARRISON & BAILEY

DEALERS AND JOBBERS IN

INVESTMENT SECURITIES

NORTH AMERICAN BUILDING

EASTERN OFFICE:
53 WALL STREET, NEW YORK

KANSAS CITY

COND. COMSTOCK SERIES

5A 30-POINT CONDENSED COMSTOCK $3.00

ORIGINAL 8

7A 24-POINT CONDENSED COMSTOCK $2.50

FINE DESIGN 2

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MERCHANTS NATIONAL BANK

OF SAN DIEGO

PAY TO THE ORDER OF $

DOLLARS

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FOR BANK NOTES, DRAFTS, ETC. $7

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UNION LOAN & TRUST CO.

GENERAL BANKERS AND DEALERS IN

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MANUFACTURED ONLY BY THE

INLAND TYPE FOUNDRY

CHICAGO SAINT LOUIS NEW YORK BUFFALO

THE AMERICAN CHAP-BOOK

By Will Bradley.

PUBLISHED MONTHLY
IN TWO EDITIONS

Paper Bound Ten Cents the copy, One Dollar the year

Board Bound in covers of quaint design with label, Twenty-five Cents the copy, Three Dollars the year

by the

American Type Founders Company
U. S. A.

THE American Chap-Book treats of printing as a business. It shows its splendid opportunities as a business, and how art may be shaped to the laying out of printed matter to meet the requirements of business.

Each number contains a large variety of designs by Mr. Bradley, illustrative of the text, and showing the latest types and decorative material being made by the American Type Founders Company.

The first six numbers contain:

September—"Eighteenth-Century Chap-Books and Broadsides."
October—"Directness and Simplicity."
November—"The Use of Borders and Ornaments."
December—"Appropriateness."
January—"The Abuse of Custom."
February—"The Value of Little Things."

These are illustrated with nearly 200 examples, showing latest type designs and arrangement.

Numbers 1 and 2, of which large editions were printed, may still be had at 10 cents the copy, or bound in boards with label at 25 cents.

Numbers 3 and 4, for November and December, are out of print with the exception of a limited number of copies which will be held to fill new subscriptions, and a few copies bound in boards which may still be had at 25 cents each.

Mr. Bradley will begin in March another series of six papers completely illustrated; a full announcement will appear in the February Chap-Book.

Will the Chap-Book be continued after its first year? Well, as the little boy said, "That's telling." The Chap-Book is only a baby, you know, but it is a stout well-fed baby, and stout well-fed babies are apt to grow. Thirty-two not over big pages are close quarters in which to hold Mr. Bradley.

Besides the Chap-Book we also have under way some new and very elaborate specimen showings:

"The White Book," containing sixteen large pages printed in color upon beautiful Old Stratford deckle edge paper, with cover in three colors.

"The Printer Man's Joy," containing thirty-two large pages, printed in two colors, upon Strathmore Japan, with an old-fashioned cover in four colors.

"The Golden Book of Business," with pages 11 x 17, containing over fifty letter-heads, receipts, checks, etc., all of special design and printed in numerous colors upon Old Hampshire Bond.

"The Green Book of Spring," containing thirty-two pages printed in color upon the beautiful tinted Roxburghe papers, with strikingly effective cover.

"A Book of Fables," printed in an oldstyle manner, very quaint and brimful of horse sense.

And there are still others.

Special Offer: To subscribers of the Chap-Book whose subscriptions are received before March first we will, if so requested, send copies of the above books as issued. These very elaborate books, together with the Chap-Book for the year, will contain hundreds of specially prepared designs by Will Bradley, all of which will prove helpful in building a profitable printing business. The designs will also show the latest products of the foundry.

These books being very expensive to produce, the issue is limited. Those desiring copies should send in subscriptions early, before the editions are exhausted. No copies will be supplied on subscriptions received after March first.

Note: Look over our recent specimen work and watch for the new specimens being rapidly produced in our Typographic Department and then ask yourself if the American Type Founders Company is not so far in the advance as to make unwise allying your future with any other?

As a plain statement you have but two questions to answer: do you want to buy type metal—or, type designs? If the latter, these can only be had from the American Type Founders Company, whose product represents the best that brains and money can produce. This best leads the world.

Among the Associations

"In Unity is Strength"

THE twentieth annual meeting of the Associated Ohio Dailies convened at Hotel Hartman in Columbus, on January 24th and 25th. Committees reported on "Legislation;" "Codification of All Laws Governing Legal Publications;" "Uniform Forms for Legal Reports for Publications in Newspapers." The following topics were discussed:

Methods of Keeping Accounts—For subscriptions, carriers and advertising.

Collecting Agencies—Do you use them? What results?

Scales of Wages—What changes past year; open and union offices; strikes and causes. Results.

Rural Routes—How affect circulations. Subscription price. Weeklies, etc. Postage on dailies on such routes. General discussion.

City Circulation of Dailies—How best handled.

The Carriers—Daily circulation in nearby towns. How handled, etc.

Illustrations—Do they pay? To what extent used? What is the ideal makeup for the daily?

The Advertising Department—Local solicitor. Does he pay? Salary he gets. Commission plan. Insurance advertising.

Subscriptions—Systems of collecting. Advance payment for weekly. Individual experiences with same.

Circulation Promoters—What are the best? Do premium schemes pay? Opened by J. S. Boeschans, *Ohio State Journal.* General discussion.

Address—By Hon. W. D. Guilbert, Auditor of State, on scope and province of State inspection of public accounts and uniform forms for officials' reports for publication. How the new laws affect legal advertising. Question Box.

Address—By A. W. Glessner, Galena, Ill., *Daily Gazette;* president Inland Daily Press Association. Our Experience With News Print and Ink Contract for Members. Question Box.

One very profitable feature of the program was the presentation by members of samples of forms found most satisfactory for use in their respective offices.

* * *

The midwinter meeting of the Northeastern Iowa Press Association, comprising the third, fourth and fifth Congressional Districts is held at Waterloo, Iowa, Feb. 2 and 3, 1905, with the following program:

THURSDAY AFTERNOON.

1:30—Enrollment and Procuring Membership Cards.

2:30—Opening Remarks by President of the Association.

The Rural Route and the Country Weekly—Ira Nichols, Iowa Falls *Citizen.*

A Famous Interview (real or imaginary)—I. Van Meter, Waterloo *Tribune.*

The Postmaster and the Printed Government Envelope—H. E. Moffitt, Grundy Center *Republican.*

Local and Foreign Advertising—Burt Harwood, Clarion *Monitor.*

Get Together—Norman Purcell, Mechanicsville *Press.*

THURSDAY EVENING.

7:30—Music.

Address of Welcome—Mayor of Waterloo.

Response—President F. G. Ellsworth, Osage *News.*

Music.

Address—Gov. Albert B. Cummins of Iowa.

Music.

Address—Hon. B. B. Herbert, Publisher NATIONAL PRINTER-JOURNALIST, Chicago.

Music.

EWING HERBERT, President.
Hiawatha World.

J. E. JUNKIN, Cor. Secretary,
Sterling Bulletin.

MACK P. CRETCHER, Rec. Sec.
Sedgwick Pantagraph.

J. M. LEWIS, JR., Treasurer.
Kinsley Graphic.

OFFICERS KANSAS EDITORIAL ASSOCIATION.

By courtesy of Mail and Breeze, Topeka, Kan.

FRIDAY MORNING.

9:30—The Paper Trust—J. F. Grawe, Waverly *Independent.* Discussion, W. F. Parrott, Waterloo *Reporter;* Ed. Madigan, Clarksville *Star;* E. E. Taylor, Traer *Star-Clipper;* and all chip in.

Legal Publications, Board Proceedings, County Printing, Compensation, etc.—Emory H. English, Mason City *Times-Herald.* Discussion, J. W. Doxsee, Monticello *Express;* R. B. May, Waukon *Standard.*

Defects in Management that should be Remedied—H. L. Rann, Manchester *Press.*

The Business End of It—J. S. Morgan, Dubuque *Daily Times.*
Do Clubbing Schemes Pay the Country Publisher—J. W. Jarnagin Cedar Falls *Record.*
The Junior Linotype—Representative of Mergenthaler Linotype Co.

FRIDAY AFTERNOON.

1:30—TinkerINKtums—E. N. Bailey, Britt *Tribune.*
The Newspaper and the Railroad—Capt. J. F. Merry, Manchester, Iowa.
The Biennial Amendment, Its Advantages and Disadvantages—General Discussion by Bernard Murphy, Vinton *Eagle;* W. S. Beals, Hopkinton *Leader;* David Brant, Iowa City *Republican;* Sam G. Sloane, Charles City *Intelligencer;* C. W. Miller, Waverly *Democrat.*
Newspaper Circulation, Helpful Suggestions—W. E. Dodge, Dubuque *Times.*
"Awheel and Afoot," followed by poem, "Farmer Jones and the Country Editor"—Homer P. Branch, Westgate *Herald.*
Last but not Least—Oc. C. Cole, Fayette *Postal Card.*
Business Meeting.

This Association includes the twenty-seven counties in the Northeastern portion of the State. The officers are, President, F. G. Ellsworth, Osage *News;* Vice-President, Frank Hobson, West Union *Argo;* Secretary-Treasurer, H. J. Green, Decorah *Public Opinion.* Executive Committee, officers and L. B. Raymond, Hampton *Recorder,* C. K. Meyers, Mason City *Republican.*

The Military Tract Press Association held its thirty-second semi-annual meeting at Galesburg, Ill., Jan. 27, 1905, with the following program:

Morning Session.—County Printing—How Best to Secure and Handle It, Prices, etc.—E. E. Fitch, *News,* Galva. Discussion. The "Hell" Box—W. R. Newland, *Chronicle,* Bowen; The Editor in the One Paper Town—Frank Krans, *Record,* Altona; The Mission of the Editor's Wife—Mrs. M. Baumert, *Independent,* Nauvoo; Outside Schemes to Advertise the Paper—Charles H. May, *Herald-Transcript,* Peoria. Discussion. Business—Election of Officers, and Delegates to the National Editorial Association.

Afternoon Session.—Address—The Arteries of a Nation—Hon. Chas. S. DeHart, Carthage.

Symposium by Galesburg talent.

The Value of the Local Paper in My Business—Ten Minutes each—The Minister—Rev. Edson F. Reissnider: The Educator—Supt. W. L. Steele; The Merchant—Geo. B. Churchill; The Lawyer—Att'y A. J. Boutelle; The Politician—Mayor Geo. Shumay; The Railroad Man—A. S. Crawford; The Government—Postmaster F. A. Freer.

The Wisconsin Press Association meets February 15th and 16th. Executive Committeeman, A. M. Youmans, writes:

President Noyes has just written me asking as to the National meeting, and he very opportunely notified me that the winter meeting of the Wisconsin Association will be held at Madison, Feb. 15th and 16th. The program has not been arranged, though Gov. La Follette, ex-Gov. Peck and President Van Hise, of the State University, have been invited to give addresses, as also has Col. J. A. Watrous, recently returned from the Philippines, and perhaps others. The officers of the Association are: Frank E. Noyes, president, Marinette, Wis.; Fred T. Yates, secretary, Washburn, Wis.; Mrs. M. P. Ruidlaub, treasurer, Platteville, Wis.; vice-presidents Ed. Malone, Waterford; J. G. Patterson, Cambridge; Geo. Crawford, Mineral Point; A. F. Warden, Waukesha; J. F. Hughes, Keeseville; Geo. A. Markham, Independence; Mrs. S. H. Sturtevant, Oshkosh; Edw. Decker, Jr., Algoma; C. O. Marsh, Antigo; C. R. Morse, River Falls. Executive Committee: R. W. Cheever, Clinton; R. E. Powers, Wausau; Emil Baensch, Manitowoc; F. E. Andrews, Bloomer; Ed. L. Peet, Grantsburg.

At the meeting last year a plan was put on foot to arrange for an elaborate history, to be published, of the newspapers of the State, and ex-Lieut.-Gov. Emil Boeusch, of Manitowoc, has the preliminary work in hand. I believe he has a plan of organizing a company to look after the project.

The annual meeting of the Inland Daily Press Association will be held at the Press Club in Chicago on the third Tuesday in February President Glessner writes:

I have formulated the following program: "The Press and the Postoffice," by E. P. Adler, *Times,* Davenport, Iowa; "Starting an Inland Daily," F. H. Hall, *Evening Herald,* Joliet, Ill.; "My Experience with a $2.00 per year Daily," H. H. Fitzgerald, *Journal,* Flint, Mich.; "Railroad Advertising," A. H. Lowrie, *News-Advocate,* Elgin, Ill. There will be the annual election of officers and the selection of three delegates to the Guthrie meeting of the N. E. A. The Press Club will entertain our members in the evening with a reception and social, including a literary program and a dance. The ladies are especially invited and all members of our Association are requested to bring their wives and make arrangements to stay until the conclusion of the evening program.

The writer will see you at Indianapolis.

Yours very truly,

A. M. Glessner.

The Upper Des Moines, Iowa, Press Association meets at Hampton, February 16th and 17th. Mr. Al. M. Adams, Secretary, writes: "We expect a good turnout and a great big time. This is the Twenty-ninth Semi-Annual Meeting of our Association and we never have any tiresome meetings." The Mason City *Times-Herald* says:

An effort will be made by the committee to get Governor La Follette, of Wisconsin, to deliver the principal address of the meeting.

The Association embraces almost all the newspaper men in the State and there are usually a hundred editors, with their wives, who attend the semi-annual meeting of this body. The last meeting was held at Council Bluffs in August. The officers of the Association at the present time are: President, J. A. Menton, of Boone; Vice-President, J. E. Downing, of Ft. Dodge; Secretary and Treasurer, Al M. Adams, of Humboldt.

The program prepared, which is subject to change, is as follows:

1—Effect of the Biennial Election Amendment on the Newspapers—A. B. Funk, Spirit Lake. Discussion—A. H. Barnes, of Eagle Grove; J. L. Powers, Carroll.

2—Women in Journalism—Mrs. W. O. Payne, Nevada. Discussion—Mrs. L. G. Hardin, of Ames; Miss Bessie Crary, of Boone.

3—Fiction in the Country Paper—E. N. Bailey, of Britt. Discussion—George Fitch, of Council Bluffs; Joe Trigg, of Des Moines.

4—Report of Legislative Committee—T. W. Purcell, of Hampton; E. H. English, of Mason City; B. Murphy, of Vinton.

5—Subscription schemes as paying propositions—Elmer E. Johnston, of Rockwell City. Discussion—W. J. Branagan, of Emmetsburg; W. L. Chandler, of Fonda.

6—Making of An Advertiser—Burt Harwood, of Clarion. Discussion, George I. Long, of Manson; Will Muse, of Mason City.

7—The Professional Code of Ethics and Advertising—Miss Anna Donivan, Emmetsburg *Tribune.* Discussion—C. D. Hellen, of Webster City; H. A. Cook, of Fort Dodge.

8—How I Have Been Imposed Upon—Sam Stauffer, of Sac City. Discussion—Col. L. B. Raymond, of Hampton; W. P. Goldie, of Cherokee.

9—Newspaper Courtesies—Frank Clarkson, of Ida Grove. Discussion—T. B. Hotchkiss, of Lake City; W. S. Clark, of Pocahontas.

10—The Effect of Patent Insides on Foreign Advertising—W. R. Orchard, of Glidden. Discussion—H. E. Scott, of Sibley; Edgar Williams, of Ogden.

BUSINESS NOTES

This Department is conducted for the benefit of advertisers, and expresses their claims and views

The Lanston Monotype Machine Company has arranged a correspondence course of keyboard instructions. The new plan will be appreciated by Monotype buyers, as the loss of time and expense incident to taking instruction under the old plan is done away with, and the instruction is just as thorough as before.

We have received from the National Lead Co., 100 Williams St., New York, a very valuable, complete and convenient pocket Memorandum Book for Linotype Machine operators. It treats of use and care of metals, "Machine Sections," "Linotype Adjustments," etc., besides containing identification and memorandum blanks, "Tables, 1905—1906," and "Brief Business Laws." In a word, it contains all information necessary for the running of Linotype Machines and the care of Metals used in printing offices. It is sent free to operators and machinists.

The directors of the Lanston Monotype Machine Company have authorized the expenditure of $500,000 in cash for the enlargement of the factory and the purchase of new equipment. The plant is now being modernized in every department. When the changes now being made are completed the Monotype factory will be one of the largest and best equipped plants in the country.

The Inland Type Foundry, of St. Louis, announce the opening of a New York Branch on February 1st. This branch will be under the management of J. H. Ramaley, for many years in charge of their Buffalo House. Mr. Ramaley's long acquaintance with the printing art and among those engaged in the business, and his intimate knowledge of the requirements of the trade, especially fit him for this important position. The new office is located at 160 Williams St., New York City.

The Monotype business in foreign countries is as satisfactory as it is in the United States. Monotypes are in use in practically every civilized country on the globe.

"The Stoneman" is the name of a valuable and very convenient little work on "The Science and art of Imposition," by Charles W. Lee of Chicago, Ill. It is the most complete work extant on this important department or branch of the printing art. Aside from the plans for the mere laying out and locking up of forms of all forms and sizes and differing numbers of pages, there are very many helpful directions and hints as to different folding machines, as to "Initials," "Pairing Pages," "Foundry Forms," "Foreknowledge," "Sections," "Verifications," "The Pressman," "Measurements," etc., etc.

The December issue of *Country Life in America* is a model, typographically. Aside from the general excellence of the printing, one is attracted by the excellence of the engravings, and especially by the three-color half-tone reproductions of several varieties of prints, around which the type is set, the lines following the contour of the cuts in a most pleasing fashion. The type from which *Country Life in America* is printed is cast and set by the Monotype.

We desire to announce the completion of our new Eastern warehouse and office at Rahway, N. J. Being now located between New York and Philadelphia, on the main line of that greatest of American railways—the Pennsylvania Line—we now have superior facilities for the distribution of our products to the larger as well as the small cities of the East, and we can therefore give our customers the very best service possible and far superior to what we were able to do from our Middletown warehouse, which is now discontinued.

The beginning of the New Year finds us settled in our now and commodious quarters. With an abundance of space we are able to carry a large and varied stock of goods for the printer's use, and all orders for regular stock can usually be shipped from Rahway on the same day they are received. It has long been our aim to place ourselves in a position

where we could fill orders promptly and with practically no delay, and with our removal from Middletown to our present quarters at Rahway, we feel that we have solved the problem and accomplished the purpose which we have so long had in view.

Appreciating the many favors extended to us by our Eastern customers, we hope to merit a continuance of their patronage.

THE HAMILTON MFG. CO.,
Main Office and Factories at Two Rivers, Wis.
Eastern Office and Warehouse, Rahway, N. J.

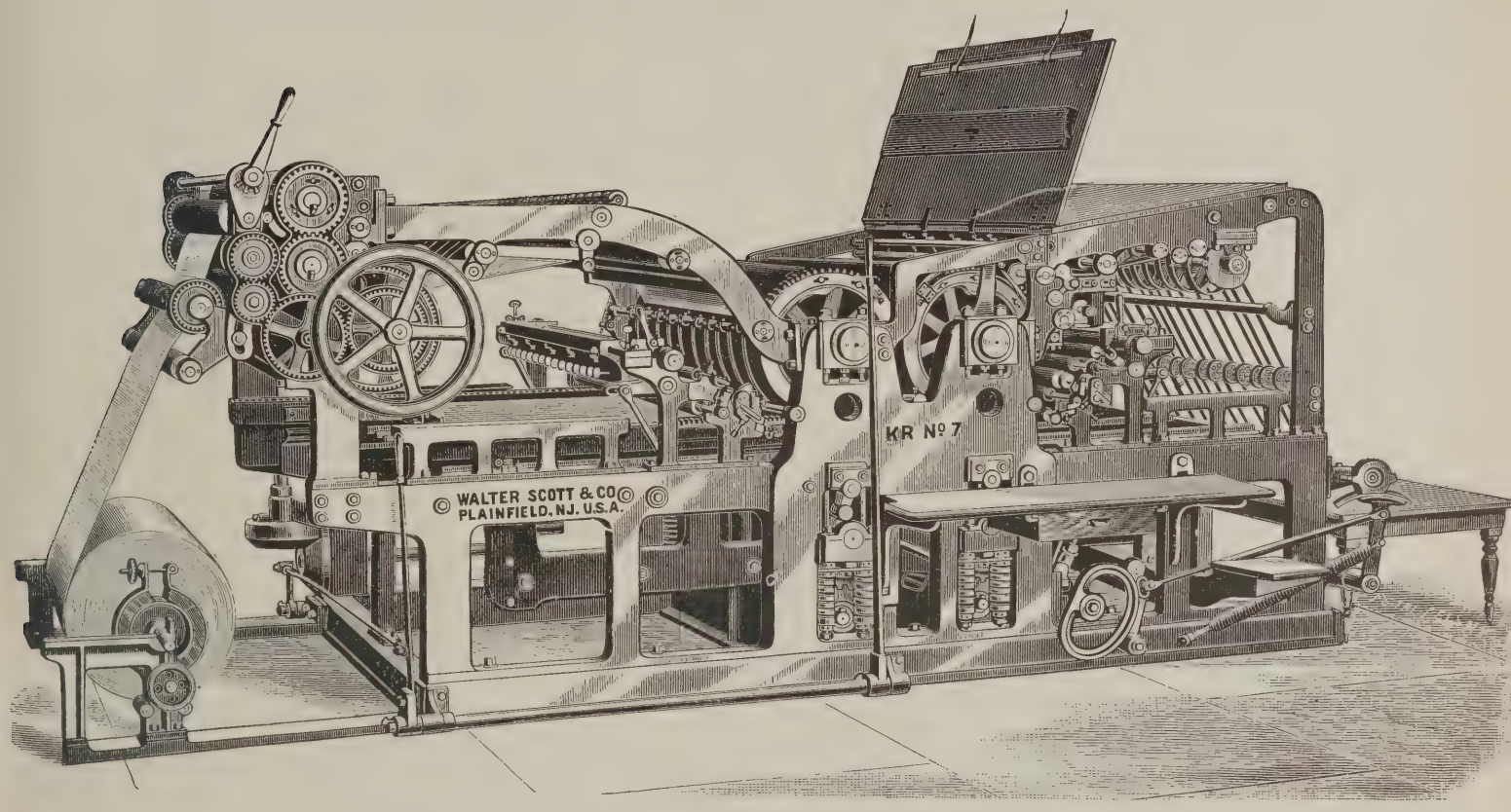
HONORS TO EDITOR WILLIAMS.

Walter Williams of Columbia, Mo., is being mentioned by newspapers in Missouri as the one model candidate—free from all entanglements and above all unholy alliances—for Governor of Missouri, on the Democratic ticket at the expiration of Governor Folk's term of office. Mr. Williams has proved himself worthy of all the kind things that are said about him but, just at present, is busy attending to his duties as editor, and as a Regent of that splendid, most useful and practical institution of learning, the University of Missouri—a position to which he has been recently appointed by Governor Folk. He is bearing, with humility, the honors conferred upon him by his friends at home and by the land of Homer, Aeschuylus, Plato, Demosthenes and others of the old Greek poets, philosophers and orators.

The queen of Greece has conferred upon Editor Williams the cross of honor and medal, in appreciation of services in behalf of the international exposition at Athens, Greece. The decoration was given upon recommendation of the directors of the exposition. It is accompanied by a diploma of merit, engrossed in Greek and signed by the president and secretary of the exposition. Mr. Williams was the American representative in 1903 of the exposition at Athens, which was held under the patronage of the government of Greece.

The Scott Flat-Bed Perfecting Press

WITH ROLL FEED



The Machine shown here is adapted to print magazines, newspapers, and periodicals; also telegraph blanks, circulars, etc., printed on one or both sides, or any work of that character, running at speeds, according to quality of work, up to 1,500 sheets per hour.

The Cutting Cylinders are constructed to cut off sheets of different lengths.

Change in Length of sheet can be made in a few minutes.

Offset Device. An automatic oiling means is used to prevent "offset;" it is simple and effective.

The Sheet is Fed from the roll to one side of the first impression cylinder.

When the Leaf of the feed board is raised, the upper sides of both impression cylinders are accessible for "overlaying" or other purposes.

The Change from Roll to table feed and vice versa can be made in a few minutes.

When Entering a Roll of Paper, the cutting apparatus can be disconnected from the press and waste sheets removed without turning the press, inking the rollers, or tympan sheet.

These machines are made with Two and Four Form Rollers, also with Roll Feed, as desired. They have many desirable features which are explained in our perfecting press catalogue. You may have it for the asking.

We manufacture Lithographic, Drum Cylinder, Two-Revolution, Stop-Cylinder, All-Size Rotary, and all kinds of magazine and newspaper presses.

Cable Address: Waltscott New York

WALTER SCOTT & CO.

PLAINFIELD, N. J. U. S. A.

NEW YORK OFFICE, 41 Park Row
ST. LOUIS OFFICE, 319 N. Fourth Street

CHICAGO OFFICE, 321 Dearborn Street
BOSTON OFFICE, 7 Water Street

Wants and For Sale

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office no later than the 20th of the month preceding date of publication. Cash must accompany order.

SITUATIONS WANTED

Operator-Machinist wants position; speed 4,000 to 5,000; competent, sober; can come at once. Union. Address "Lino," care National Printer-Journalist.

HELP WANTED.

WANTED—Foreman for weekly newspaper and job office in Wisconsin. Must be strictly temperate. Write quick and state wages. Address, "Foreman" care National-Printer Journalist.

FOR SALE—PRINTING MATERIAL

FOR SALE—Cottrell & Sons Two Roller, Two Revolution with Rack, Cam and Table Distribution; Bed 38x55. This press is only six years old—has been carefully handled, and is a bargain. Will print 7 column quarto and do high grade book and job work. Address, "Cottrell," National Printer-Journalist.

IDEAS FOR SALE—Editorials written for busy publishers. Exclusive service given. All business confidential. HENRY R. COBB, Park Rapids, Minn.

FOR SALE—8 and 11 point Modern Roman Newspaper Type, new, at 25 cents per lb. EMPIRE TYPE FOUNDRY, DELEVAN, N. Y.

MISCELLANEOUS

A COLD SIMPLEX STEREOTYPING OUTFIT, $17.00 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings fmade on cardboard. New stereo half-tone engraving method, no photo work, sor $1. Come and see me if you can; if not, send postage for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

THE VAN BIBBER ROLLER CO., Sixth and Vine Sts., Cincinnati, will give you *the best rollers* that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in presswork than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

ANYBODY CAN MAKE CUTS with my simple transferring and etching process. Nice cuts, from prints, drawings or photos, are easily and quickly made by the unskilled on common sheet zinc. Price of process, $1. All material costs, at any drug store, about 75 cents. Circulars and pecimens for stamp. THOS. DAY, Box P, Windfall, Ind.

EMBOSSING AND STATIONERY DIES, SEALS, SMALL STEEL AND BRASS STAMPS. JOHN KIOLA, 155 Madison Street, Room 59, CHICAGO, ILL.
Correspondence regarding Sketches, Prices and Particulars, invited.

If you own or intend to start a job office, you need my trade-getting plan. Has been worth thousands of dollars to me. Nothing equals it. Fully explained for $1.00. (California reserved). F. H. COOK, 930 W. 36th st. Los Angeles, Cal.

BERAN
SOME OF HIS WORK
A BOOK: PUBLISHED FOR PRINTERS WHO CARE TO ADVANCE

Contains over one hundred demonstrations of how to combine art with the practical in commercial printing. Original and instructive TYPE designs, some in two or more colors; printed on the very best grades of enamel, book and cover papers; about 148 pages, size 9x12; reproductions of useful, enduring, every-day examples, which can easily be duplicated in any moderately-equipped shop.

THE MOST COMPLETE, MOST PRACTICAL AND MOST INSTRUCTIVE BOOK FOR PRINTERS EVER PUBLISHED
PRICE THREE DOLLARS

Address C. R. Beran, 1743 California St., Denver

ST. LOUIS PHOTO ENGRAVING CO.
DESIGNERS AND PROCESS ENGRAVERS
HALF TONE AND ZINC ETCHING.
N.E. COR. 4TH & PINE STS.
SEND FOR SAMPLES.
ST. LOUIS, MO.

6-Wheel Numbering $5.00
5-Wheel MACHINES $4.50

Consecutive, Repeat, Duplicate, Triplicate, All Metal—Fine Goods.

Rubber Stamps 7 cents per line. Seals $1.00 and upwards.

CHAS. L. PAGE
220 LA SALLE STREET, CHICAGO

Is Unequaled for Fine Presswork

A *special* line of presswork that has in it one or a number of *cuts* that are difficult to produce, usually requires special attention regarding the working condition of the ink.

ACME INK REDUCER very *quickly* produces the condition desired—will very readily reduce the ink to the shape required and will not affect the color or injure the quality of the ink used.

Paper will not "pull," "pick," or "peel" when the *Acme* is used in your inks, and wherever you use the *Acme* kind the *best* presswork is guaranteed.

Try it. Sample free—postpaid.

ACME COMPOUND CO., Elkhart, Ind.
Representative. YALE PRINTERS' SUPPLY CO., NEW HAVEN CONN.

Inkoleum is a pure colorless liquid and does not affect working properties of inks like paste compounds introducing foreign matter, wax, tallow, etc., which lessens strength of color. **Inkoleum** spreads pigment evenly and gives best results. Try it and note the difference.

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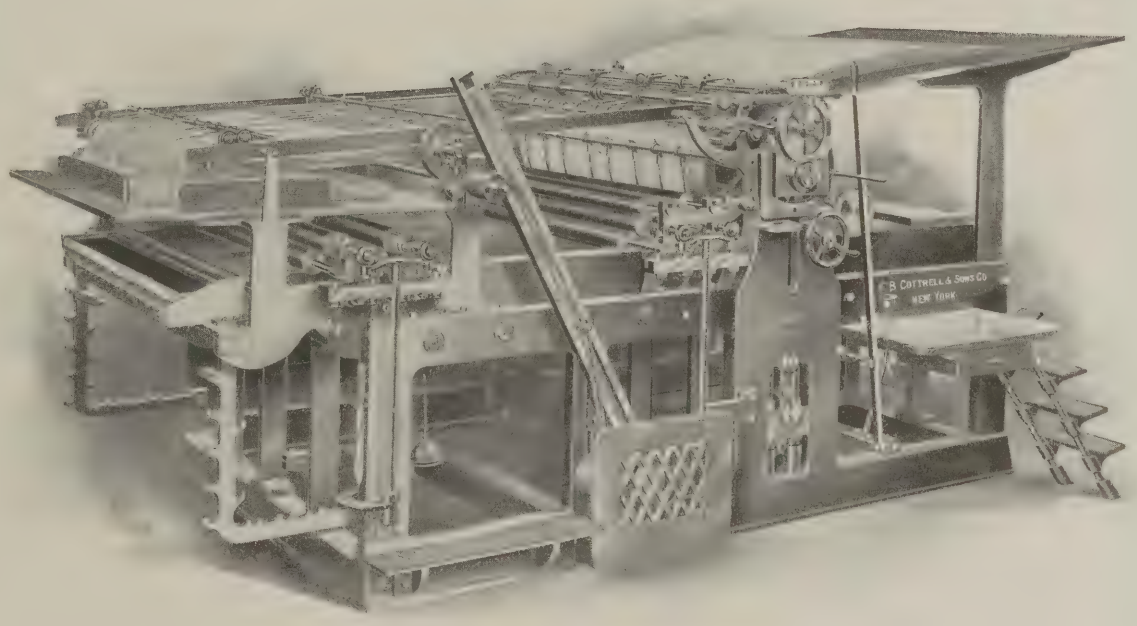

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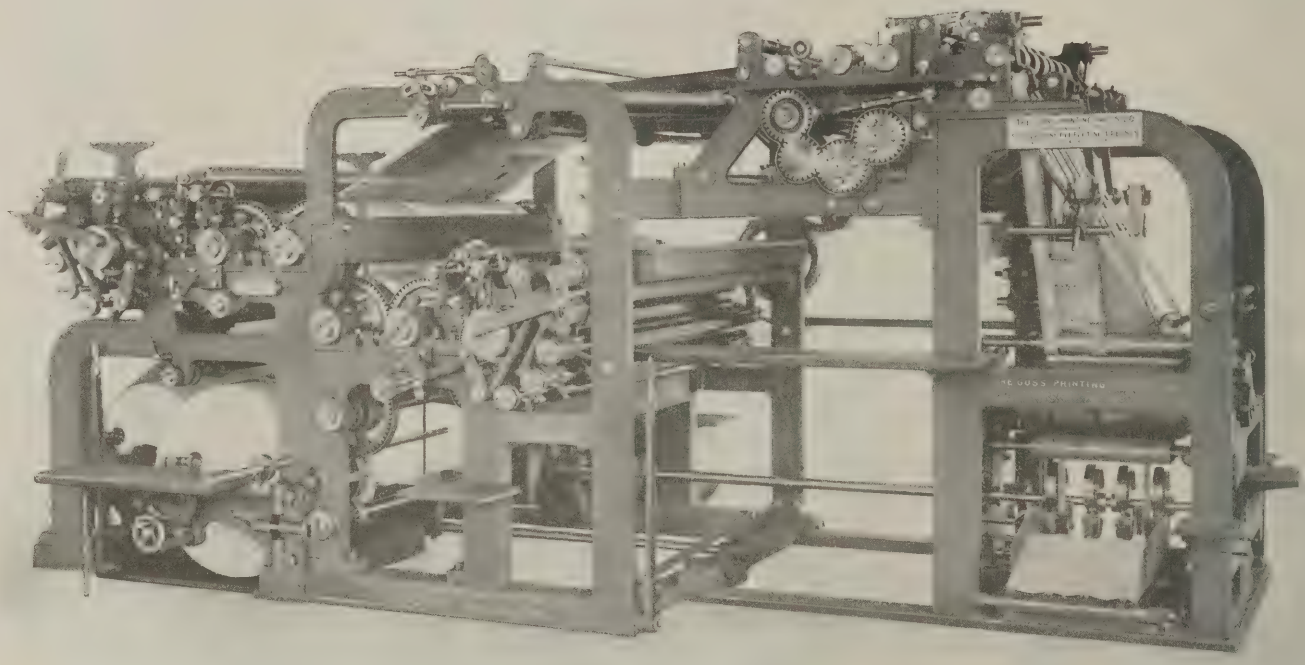

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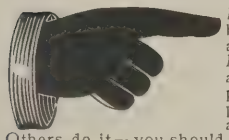
Don't send your work out to be numbered. You can do it quicker and at the same time you print by using a

WETTER Type-High Numbering Machine



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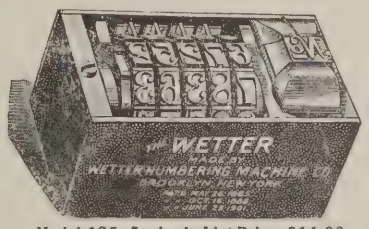

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The book measures 11¾ by 15¾ inches

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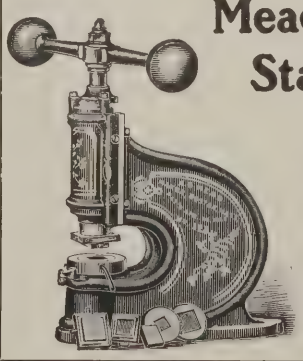

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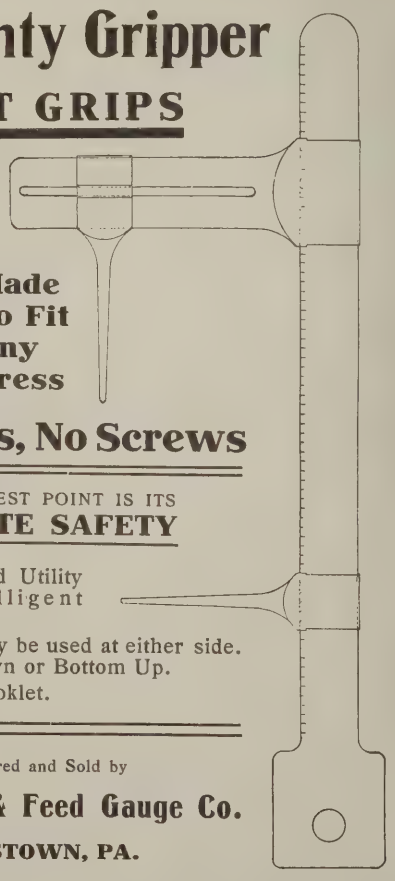
Made To Fit Any Press



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Its Simplicity and Utility Appeal to the Intelligent Printer at Sight.

Same Gripper may be used at either side. Grip from Top, Down or Bottom Up.

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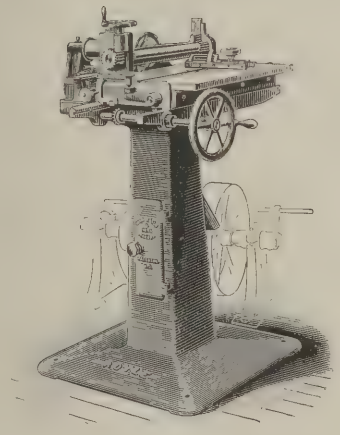

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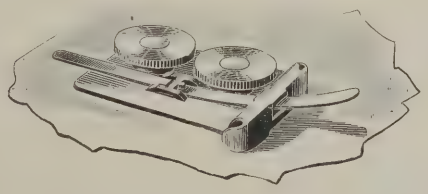

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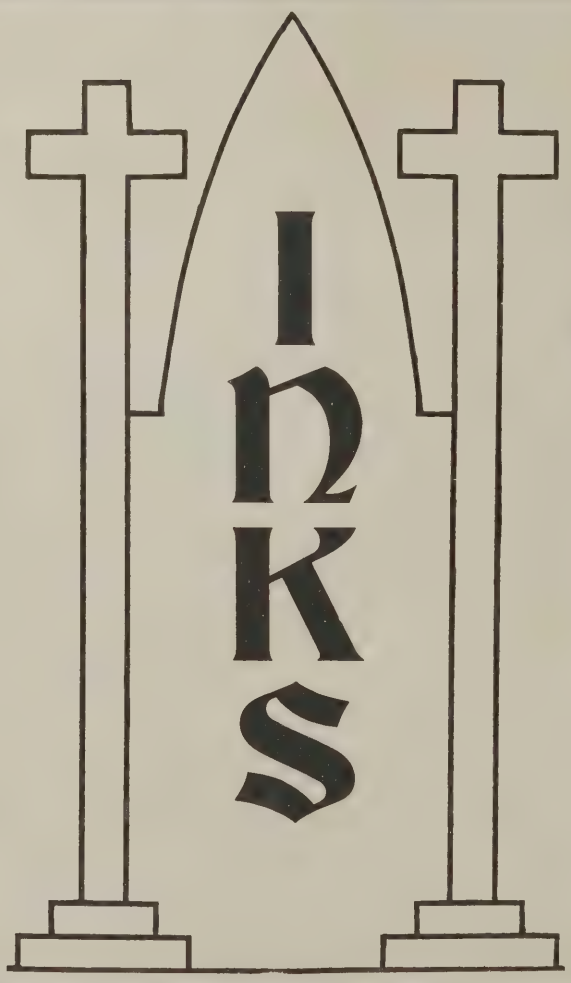

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The Miehle

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PRESS OF
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NATIONAL PRINTER-JOURNALIST

CHICAGO NEW YORK

MARCH
1905

VOL. XXII – NO. III

PRICE 20¢ A COPY

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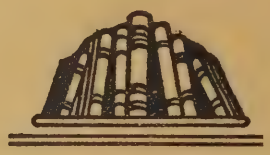

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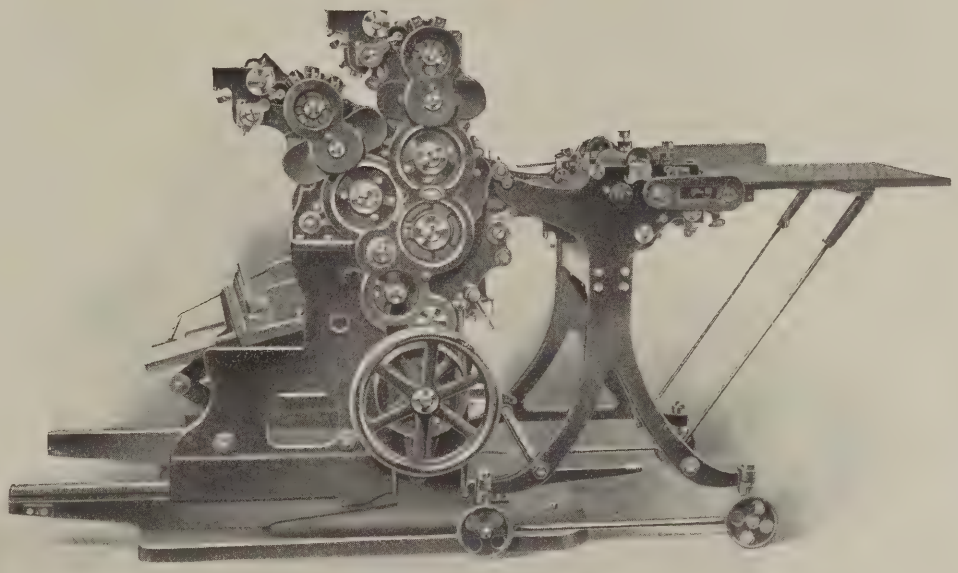

5000 to 8000 sheets per hour in one or two colors.

Mechanical Science and the *Pressman's observation* alike *formulate this dictum:*

"All long runs must go on rotaries."

¶ On what Rotaries? ¶ On Automatic Rotaries, of course. ¶ What are long runs? ¶ Any runs for which it is worth while to make plates in order to get the benefit of high speeds. ¶ Who makes Automatic Rotaries?

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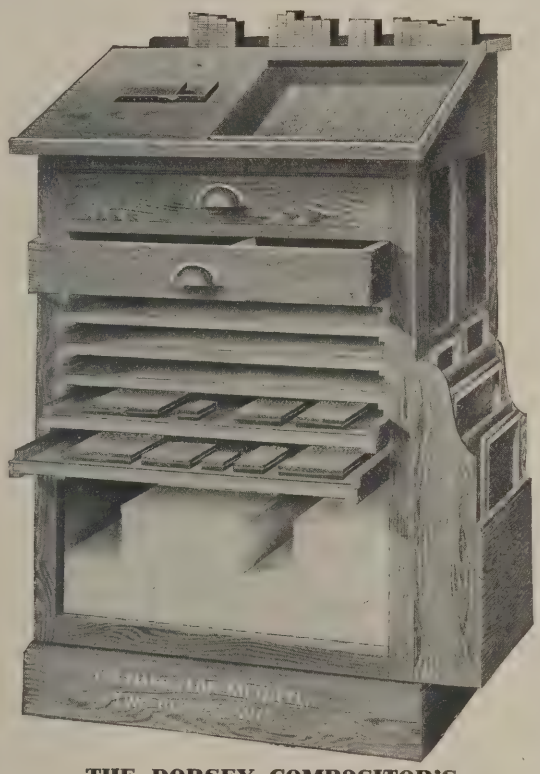
THE DORSEY

COMPOSITOR'S WORKING CABINET

(PATENT APPLIED FOR.)



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(Patent Applied for.)

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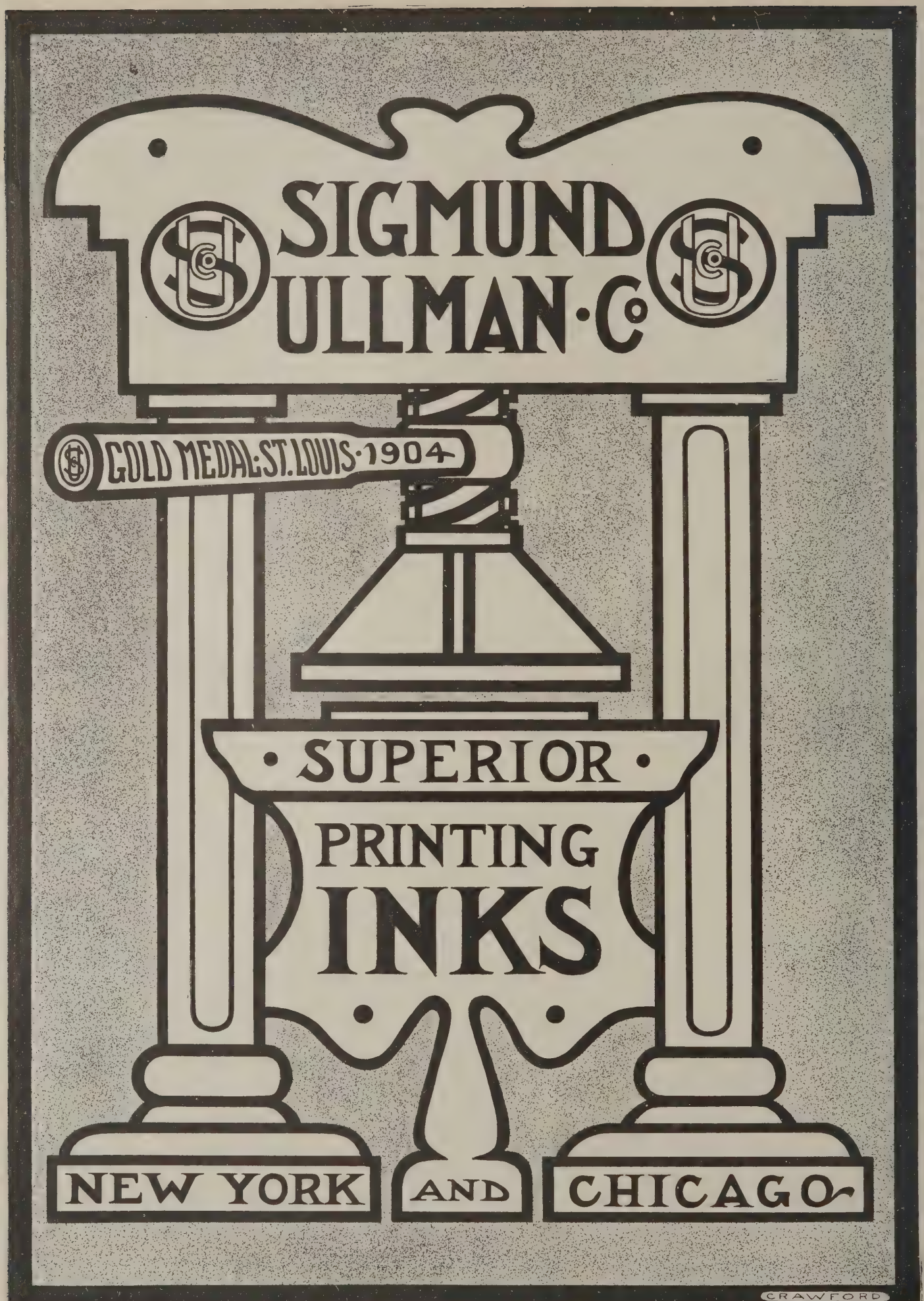
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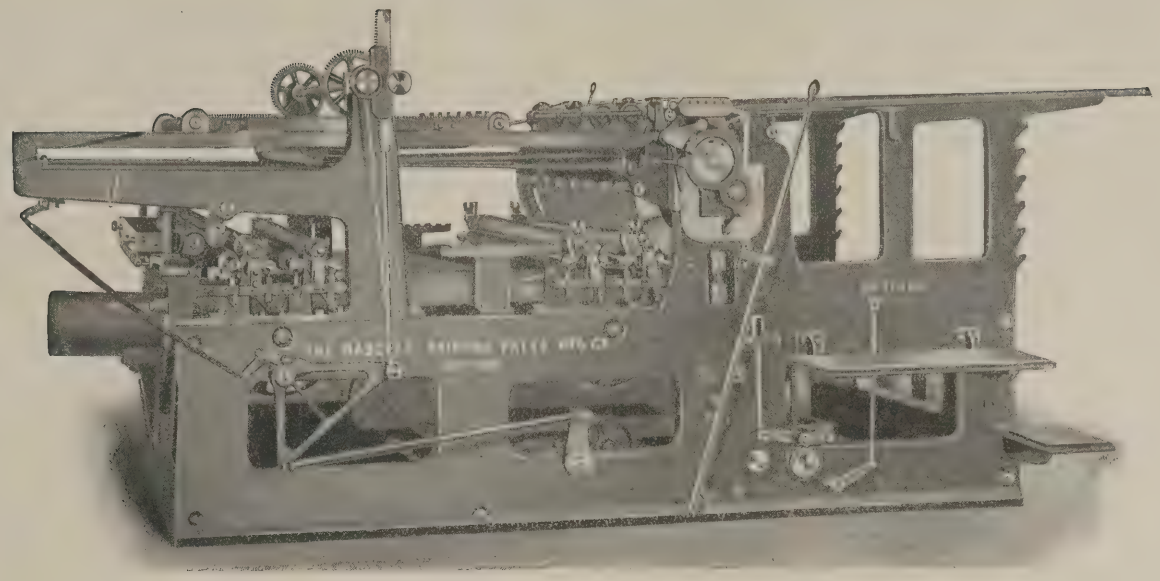

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In a Chicago pressroom where there are many machines, representing all makes, the pressman says the Optimus is the strongest, and his make-ready quickest.

The Optimus IS the strongest. What of it?

STRENGTH insures Rigidity of Impression,
and affords that firm and delicate touch so necessary in work of highest merit.

STRENGTH guarantees Fast Make-ready.
The pressman's confidence is in a STRONG press. The quality and amount of work is increased by it.

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Three Optimus presses will do the work ordinarily obtained from four others.

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STRENGTH is Endurance.

The Optimus IS the strongest. Compare it.

The BABCOCK OPTIMUS

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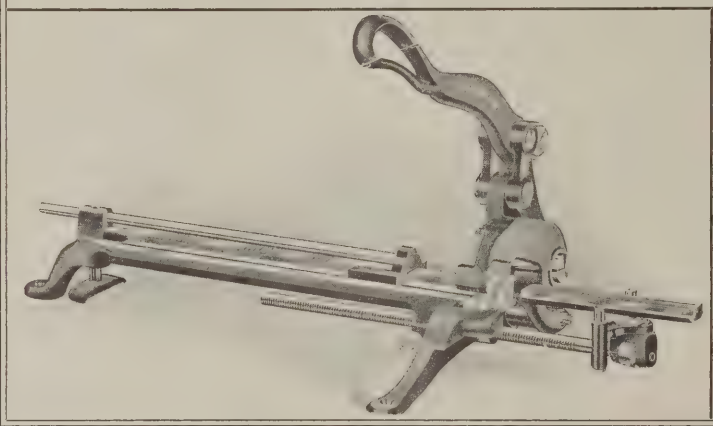
American Lead and Rule Cutters

HAVE been on the market five years, and their sale now exceeds the combined sales of all other lead and rule cutters made in America. There are many reasons for this, but the chief reason is, that they *produce results* quicker and better than any similar machine. If you would know ALL the reasons, buy one and let it do its own talking. Better order one to-day from your dealer. If he is 'on to his job,' he has them in stock and can ship at once; if not, and he is a *bona fide* dealer, he will get it for you, Made in three styles:



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Gauges to 105 picas by nonpareils, also to 45 picas by points.

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H. B. ROUSE & CO.
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One Adjustment

Place the work within the gauge turn the hand wheel—that's all. Every part of stitcher is brought to positive and absolute adjustment. No special training necessary, the operator does all of the manipulation—readily, surely and safely. You cannot make a bad stitch on a "Boston." More than four hundred users. Write us for net prices and catalogue.

American Type Founders Company
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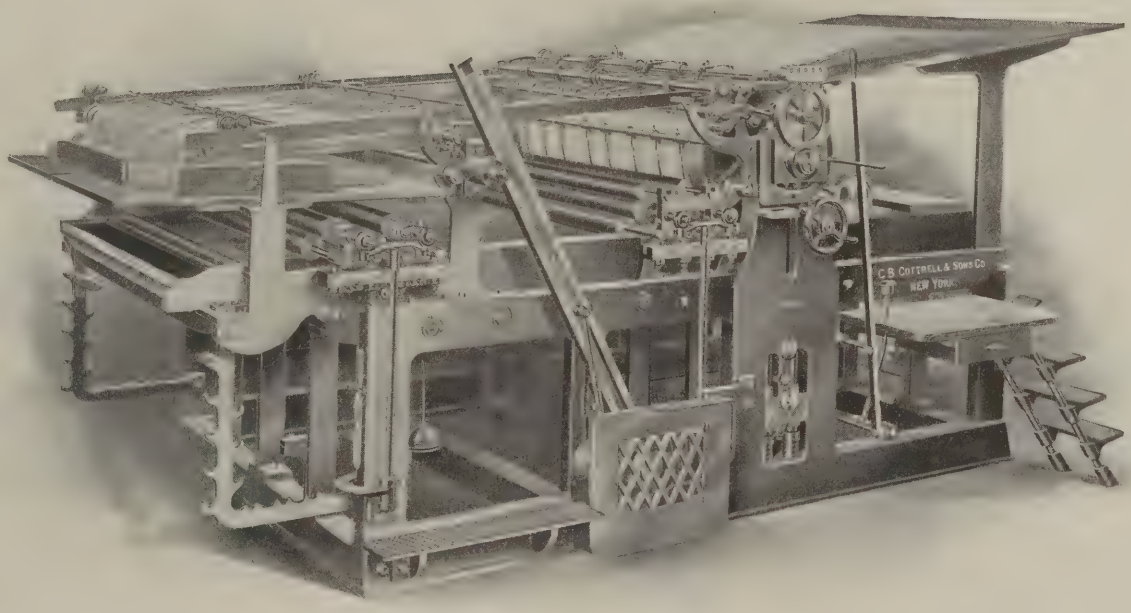
The "Cottrell" High Speed Two Revolution Press



Specially designed For the exacting demands of three color printing where perfect register is absolutely necessary. New features have been added for facilitating the production of the finest work.

¶ The press is furnished with our Patent Convertible Sheet Delivery which can be set to deliver the sheets printed side up, or it can be changed to the regular fly delivery in five minutes time. The convertible delivery is operated by a variable speed crank motion which dispenses with the fly spring, thus saving the power required to compress the spring, at the same time making the motion more simple and convenient.

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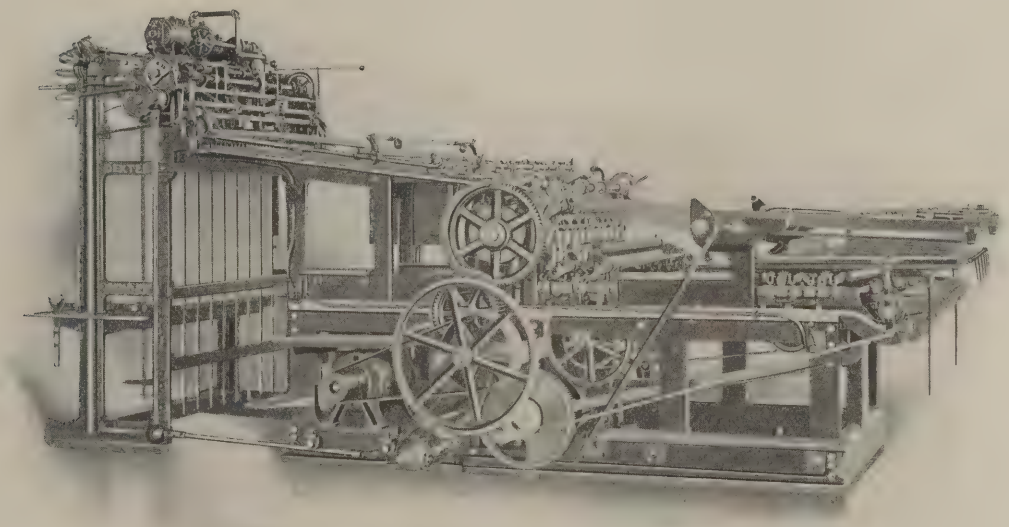

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Automatic
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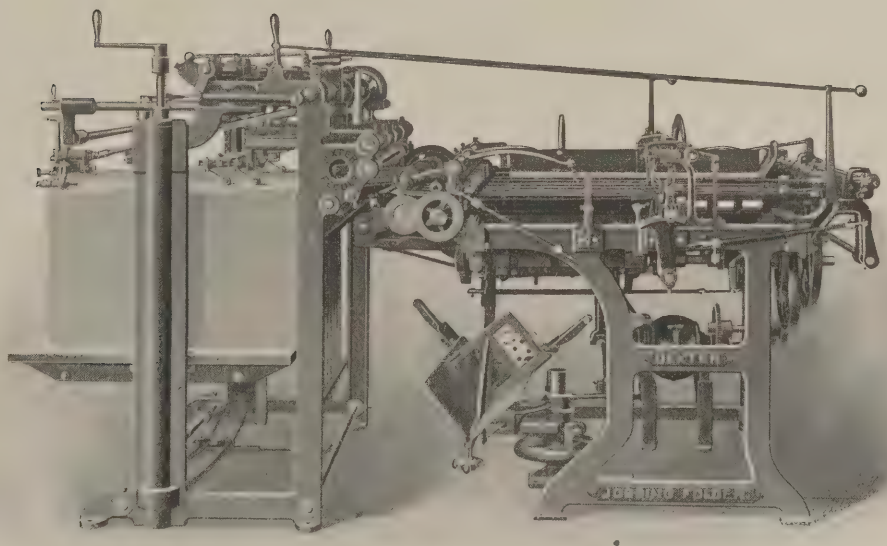

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Write for Catalogues and Full Information

THE MONOTYPE

A TYPE FOUNDRY *in* SMALL COMPASS

THE MONOTYPE possesses one signal advantage absolutely peculiar to itself, which differentiates it from every other type-casting and setting machine.

¶ Not only does the Monotype cast the type which it uses itself to produce its own composition, but it casts complete fonts of job or display faces in all sizes up to 36 point.

¶ So cheaply and efficiently does it do this that the printer using the Monotype may at trifling cost accumulate a type outfit which will preclude the loss of time "picking" sorts and the inconvenience of distributing standing matter in order to re-use the type.

¶ Time, money and labor are thus saved by THE MONOTYPE.

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"THE REASONS"

Perfection of Construction, *proper adaptation* to the work for which they are intended, *perfect adjustment*, *durability* and the *reasonable prices* at which they are sold, (the latter being made possible by the great number manufactured) are the *Reasons* for the *World Wide Success* of the

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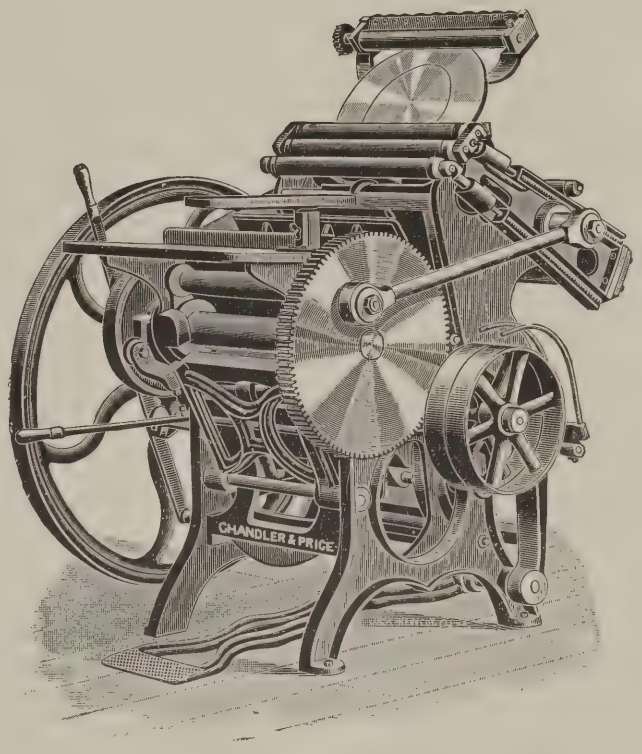


Their almost *Universal Use* by the *Best* and *Most Progressive Printers* all over the World, *Proves* that they are up to the *Highest Standard in every way.*

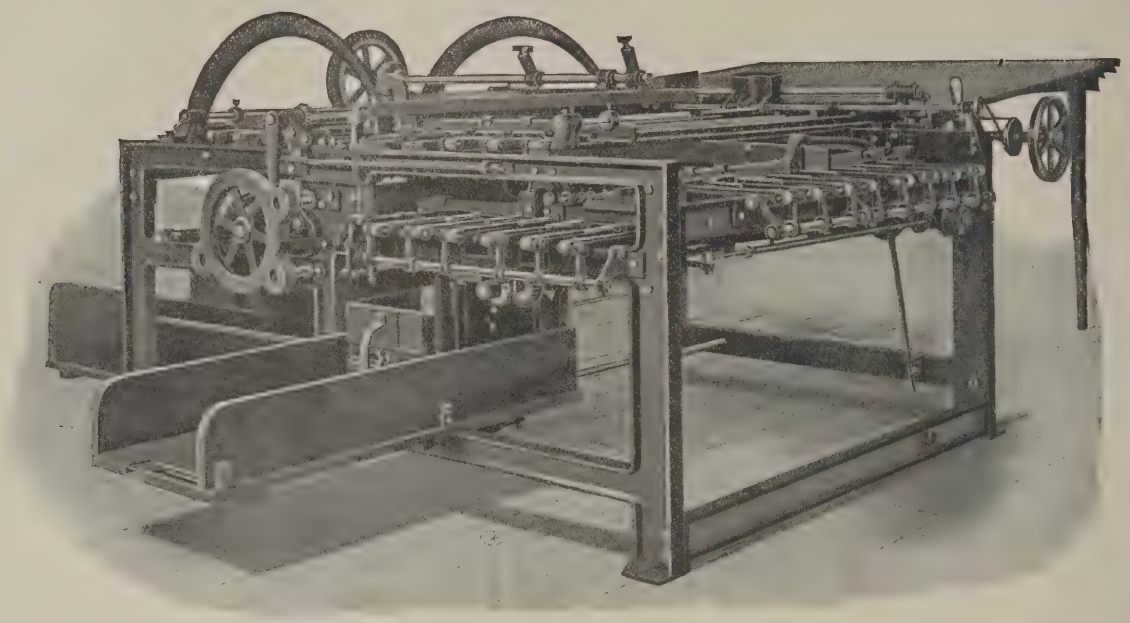
THE CHANDLER & PRICE COMPANY

MANUFACTURERS OF HIGH GRADE MACHINERY

CLEVELAND, OHIO

When You Buy
Investigate

New Model Jobbing Folder



The above machine will fold not only periodical work but the finest catalogue work. It has Automatic Registers at all folds. Automatic Sheet Retarder and Head Perforators that overcome all "buckling."

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Keystone Type Foundry
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¶ We carry a large stock of both the above lines
¶ Also a full line of Printers' Material and Supplies

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THE LINOTYPE

BOOK WORK of the highest class, with all that comprehensive expression implies in effective and artistic printing, can be produced with the Linotype at a cost materially less than hand composition. On the following pages there are three specimens of Linotype work, produced by the Burr Printing House of New York. The specimens, which speak for themselves, are actual commercial examples and were not especially prepared for exhibits.

MIXED FACES for text-books and similar work requiring different bodies and many special characters, can be produced on the new Double Magazine Linotype as a continuous operation and without change. This class of work, slow and cumbersome by hand, can be done quickly and at greatly reduced cost by the new Linotype.

CATALOGUES which make up a substantial part of the average printer's business, can be handled so readily with the Linotype as to be an object lesson to the printer in the art of money-making.

MERGENTHALER LINOTYPE COMPANY

NEW YORK CHICAGO SAN FRANCISCO NEW ORLEANS

CHAPTER VII

CHRISTMAS DAY IN THE MORNING

"THAT girl has purloined a pie," said Miss Scadding wrathfully. "She insists that some gipsy must have abstracted it from the larder ledge, but I know better, Susan."

"Yes, aunt, of course you do." Susan looked languidly up from her strip of muslin.

"It was a prune pie, Susan, and you are partial to prunes."

Miss Scadding sat down, fidgeting with her prim black apron, showing in her strongly marked and homely face all the annoyance she felt at the delinquencies of Sally Wing, the little servant who had come to her, on promotion, from the charity school.

"It's time for your port, Susan." She hobbled up and opened a door of the bow-fronted sideboard. "Drink it down, like a good maid. Port is so supporting, and taken regularly will restore your whole sys-

for brandy-balls or peppermint-dumps. The world was not yet well aired enough for fine ladies in search of embroidery silks.

"By all means, my dear Martin Heritage—if you will allow me to pursue my reading," she returned, bending to polite compromise. "May I select a volume for you? Here is one that I purpose presenting to our sweet Susan on her wedding morn, *Sage advice to a Young Female on Entering the Wedded State.* You may care to peruse the pages."

She held forth the book, but he waved it aside—with a piteous gesture.

"I'd rather talk with you awhile, Miss Scadding, until Susan steps in."

"Methodists are not given to conversation as a rule," she said, putting her book aside rather testily.

"We are not encouraged to indulge in unprofitable conversation, but this morning my—"

"Your heart's full. Dear lad, I understand." Miss Scadding nodded at him kindly. "Talk on until Susan comes in—but not about your religious connexions. You know that I can never approve of Methodists."

"They are a despised people, Miss Scadding. They endure scoffings and revilings for righteousness' sake."

"And they deserve revilings," she answered energetically. "What right have they to turn against authority or to obtrude religion into the domestic circle? The world is full of rebels. I read in the newssheet only last week of a sect whose craze it is to wear white hats and long beards. And then there are the unknown tongues, and not long since there was that madman Thom."

From "The Story of Susan." Copyright, 1903, by Dodd, Mead & Company

COMPOSED ON THE LINOTYPE IN 11 POINT SCOTCH BY THE BURR PRINTING HOUSE, NEW YORK

resistance to be 0·03 ohms per square inch of contact area (p. 118) we have as the $C^2 R$ loss at the commutator

$$2 \times 800 \times 800 \times \frac{0{\cdot}03}{29{\cdot}75} = 1320 \text{ watts.}$$

The peripheral speed of the commutator is

$$\frac{70 \times 3{\cdot}1416 \times 85}{12} = 1560 \text{ feet per minute.}$$

Assuming the brush pressure to be 1·5 pounds per square inch, and that the friction coefficient is 0·3, we have as the friction loss of the commutator

$$\frac{1{\cdot}5 \times 58{\cdot}5 \times 1560 \times 0{\cdot}3 \times 746}{33{,}000} = 930 \text{ watts.}$$

Hence the total loss by brush resistance and by friction is

$$w_b = 2250 \text{ watts.}$$

(5) *Friction and ventilation losses.* Taking these as 1 per cent. of the full-load output—an ample estimate—we have

$$w_f = 4400 \text{ watts.}$$

The total full-load loss is the sum of the five losses above, or

$$w = w_c + w_i + w_x + w_b + w_f$$

$$w = 33{,}390 \text{ watts.}$$

Therefore the full-load efficiency is

$$\frac{440}{(440 + 33{\cdot}9)} = 0{\cdot}928$$

$$\eta = 92{\cdot}8 \text{ per cent.}$$

Probable heating.—

(*a*) Armature. From the drawings the heat-radiating surface of the armature is found to be about 11,000 square inches. The peripheral speed is

$$\frac{90 \times 3{\cdot}1416 \times 85}{12} = 2000 \text{ feet per minute.}$$

The watts lost in the armature at full load are

Iron-loss . . .	6380
Copper-loss . . .	$800 \times 800 \times 0{\cdot}172 = 11{,}000$

making the watts wasted per square inch of radiating surface

$$\frac{17{,}380}{11{,}000} = 1{\cdot}58 \text{ watts per square inch.}$$

A reference to the lower curve of Fig. 22 shows that the temperature-rise per watt per square inch for a peripheral speed of 2000 feet per minute is 30° C. Hence we have

$$\theta_a = 30 \times 1{\cdot}58 = 47{\cdot}5 \text{ deg. Centig.}$$

(*b*) Field-magnet System. Here the radiating surface is about 2000 square inches per bobbin, or a total of 20,000 square inches. The watts lost in the shunt coils have been already estimated at 5840, and the watts lost in heating the series winding are

$$(800 \times 800 \times 0{\cdot}0054) = 3460 \text{ watts.}$$

Hence the probable rise of temperature of the field-coils is

$$\frac{(5840 + 3460) \times 75}{20{,}000}$$

$$\theta_m = 35 \text{ deg. Centig.}$$

(*c*) Commutator. For the probable heating of this part of the machine we have (p. 120)

$$\theta_c = \frac{46{\cdot}5 \times 2250}{70 \times 3{\cdot}14 \times 8{\cdot}5\ (1 + 0{\cdot}0005 \times 1560)}$$

$$\theta_c = 17{\cdot}5 \text{ deg. Centig.}$$

Sparking.—We have already found the value of the cross-magnetizing ampere-turns, namely,

$$X_c = 11{,}100.$$

The ampere-turns required for the gap and teeth at full-load are about 25,000, the flux-density in the former being

From "Design of Dynamos." Copyright, 1902, by Spon & Chamberlain

COMPOSED ON THE LINOTYPE IN 10 POINT OLD STYLE BY THE BURR PRINTING HOUSE, NEW YORK

De Koven, Reg., *Don Quixote.* Comic opera in 3 acts. Libretto by Harry B. Smith 2 00
—— *The fencing master.* Comic opera in 3 acts. Libretto by Harry B. Smith 2 00
—— The same. Vocal gems. Containing 7 numbers: Overture, songs, duets and choruses 50
—— *The Knickerbockers.* Comic opera in 3 acts. Libretto by Harry B. Smith 2 00
—— The same. Vocal gems. Containing 7 numbers: Songs, duets and choruses 50
—— *The mandarin.* Vocal gems. Containing 7 numbers: Songs, duets, choruses, etc. 50
—— *Rob Roy.* A romantic comic opera in 3 acts. Libretto by Harry B. Smith 2 00
—— The same. Vocal gems. Containing 1 duet, 1 chorus and 5 songs 50
—— *Robin Hood.* Comic opera in 3 acts. Libretto by Harry B. Smith 2 00
—— *The tziganc.* Vocal gems. Containing 10 songs and duets 50

Donizetti, G., *Lucia di Lammermoor.* (The bride of Lammermoor.) Opera in 3 acts. With Italian-English words. Paper 1 00
Cloth, gilt 2 00

Flotow, Fr. von, *Martha.* Comic romantic opera in 4 acts. With German-English words. Paper 1 50
Cloth, gilt 2 50

Gobbaerts, G., *The golden heart.* Operetta in 1 act. Female voices 1 00

Goldbeck, R., Oh, how can I e'er forget thee? Quintet or chorus. 2 sop., alto, ten and bass. Score 65
—— Princess and gardener. Quintet or chorus. 2 sop., 2 altos and bass, with bar. solo. Score 75
—— Spring is coming. Quartet. Score 50
4 voice parts, each 10
—— Sunset. Quartet. Score 65
4 voice parts, each 10

Gordigiani, L., Vieni al mar. (Oh! come to the sea.) Trio.
Sop., ten. and bass 65

Greger, C., Frühling und liebe. (Spring and love.) Piano score 1 75
4 voice parts, each 25

Havens, C. A., Guide me, O Thou great Jehovah! Solo and quartet 1 25

Hodges, Faustina Hasse, The litany hymn: Saviour, when in dust to Thee. Quartet. With organ 25
—— Offertory sentences:
Let your light so shine. Quartet
Lay not up for yourselves. Sop. solo } 25
Whatsoever ye would. Quartet
Not every one. Solo for alto
Zaccheus. Solo for alto } 35
Who goeth a warfare? Quartet and bar. solo 50
—— Te Deum. Chant. With organ 25

Jackson, S., As pants the wearied hart. (Selection 37.) Sop. and ten. solo, with duet and quartet, from R. Franz. With organ 50
—— Benedic anima mea, B♭. With organ 75
—— Benedictus. Anthem, C. With organ 75
—— Benedictus, E♭. With organ or piano 75
—— Benedictus, F. With organ 60
—— Complete episcopal funeral service. With organ 1 50
No. 1. Lord, let me know mine end. Chant 25
" 2. I would not live alway, from H. R. Bishop 25
" 3. Asleep in Jesus, from Pleyel
" 4. Tender Shepherd, Thou hast stilled } 25
" 5. Abide with me. No. 1. (Jackson)
" 6. Abide with me. No. 2, from Mendelssohn } 25
" 7. I heard a voice. No. 1. (Jackson) 25
" 8. I heard a voice. No. 2. From Girschner 35
" 9. Rest, spirit, rest. From Rooke 35
—— Deus misereatur, E♭. With organ 75
—— Gloria in excelsis. Chant, A♭. With organ 75
—— 4 Gloria Patris. With organ:
No. 1. G. (S. Jackson) 35
" 2. F. Arr. from Girschner 35
" 3. F. Arr. from Hesse 35
" 4. B♭. Arr. from Dr. John Smith 35
—— Gloria in excelsis. Chant, D. With organ 60
—— Gloria in excelsis. Chant, E♭ With organ 75

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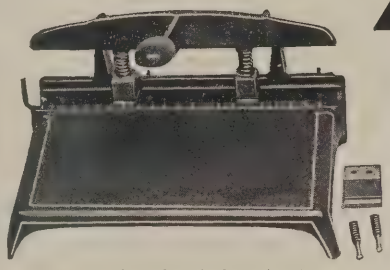

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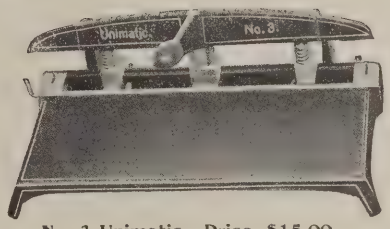

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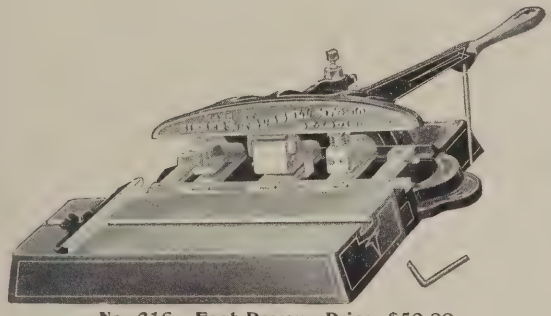

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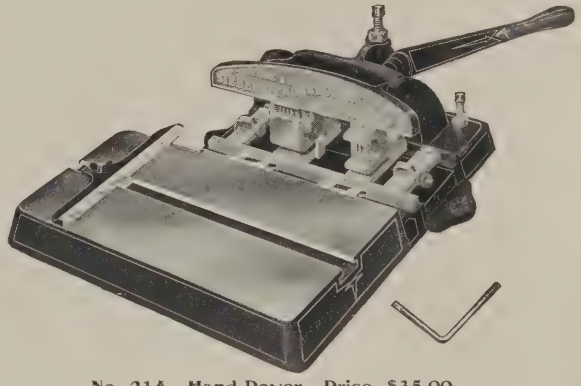

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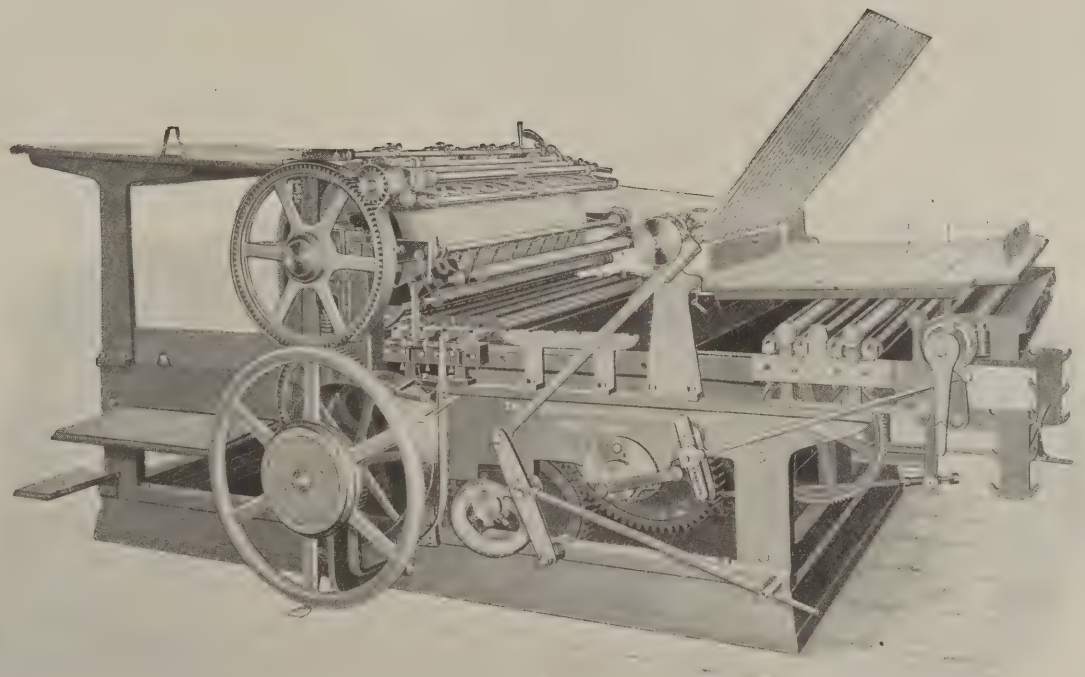

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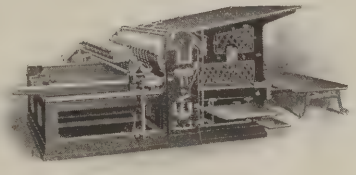

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NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

Volume Twenty-two Chicago, March, 1905 Number Three

Meeting Executive Committee—National Editorial Association.

Arrangements for Convention N. E. A. at Guthrie, Oklahoma, June 6-7-8, 1905.

OFFICIAL REPORT BY SECRETARY COCKRUM. INDIANAPOLIS, IND., Feb. 7, 1905.

PURSUANT to a call of the President, the Executive Committee of the National Editorial Association of the United States met in the Grand Hotel in the city of Indianapolis, Ind., President W. W. Screws presiding. The following officers and members responded to roll-call:

Officers:—Maj. W. W. Screws, President; W. A. Ashbrook, Corresponding Secretary; J. W. Cockrum, Recording Secretary; J. Irvin Steel, Treasurer.

Past Presidents:—B. B. Herbert, P. V. Collins.

Honorary Life Members:—Mr. Jas. G. Gibbs, Ohio; Mr. R. M. White, Missouri.

Members:—Jacob Pepperman, Alabama; C. E. Wood, Colorado; Will Curtis, Military Tract, Illinois; W. L. Jones, Republican, Illinois; Mrs. Rose L. Colby, Woman's, Illinois; L. G. Ellingham, Democrat, Indiana; Will E. Beeson, Northern, Indiana; W. S. Montgomery, Republican, Indiana; W. S. Chambers, Southern, Indiana; A. W. Glessner, Inland Dailies; W. F. Parrott, Iowa; G. P. Linn, Northeast, Iowa; W. S. McGarrah, Kansas; J. E. Junkin, Seventh District, Kans.; John Dymond, Louisiana; Louis E. Chandler, Massachusetts; W. R. Hodges, Northwest Pub. Ass'n, Minnesota; Jas. H. Duke, Mississippi; W. R. Painter, Missouri; S. E. Cobb, Nebraska; Geo. C. Fairbanks, Suburban, New England; H. J. Knapp, New York; Wm. M. Miller, Associated Dailies, Ohio; Carl A. Jettinger, Buckeye, Ohio; C. B. McCoy, Editorial, Ohio; C. E. Bryan, Hocking & Ohio Valley, Ohio; F. H. Prouty, Oklahoma; R. E. Dowdell, South Dakota; W. J. Buie, Texas; W. A. Johnson, Northwest, Texas; H. M. Youmans, Wisconsin.

The bond of Treasurer J. Irvin Steel was approved, and the President ordered it filed with the Recording Secretary.

Letters and telegrams of regret were read from Chas. M. Meacham, Kentucky; J. M. Page, Jerseyville, Ill.; Past President, Albert Tozier, Oregon; J. G. Newbill, Missouri, Southwest; John W. Jacks, Missouri, Northern; Past President Walter Williams; Past President E. W. Stephens.

On motion by Past President Collins, the corresponding secretary was directed to send a telegram to Past President W. S. Cappeller expressing the regret of the Executive Committee for his affliction and the hope of his speedy recovery. By way of explanation of his motion, Mr. Collins informed the Committee that Mr. Cappeller is afflicted with facial paralysis.

The Corresponding Secretary reported that he visited Guthrie, Okla., in September, 1904, to make preliminary arrangements for the annual meeting of the association, and that he found the people there enthusiastic concerning the meeting, and felt assured that they would do everything possible to make the meeting one of pleasure and profit. He found that the hotel accommodations were rather limited, but the citizens of Guthrie are ready to offer their hospitality to the editors who are to visit their city. By accepting the hospitality of these people, Mr. Ashbrook thinks the members will be well cared for and that the entertainment in the city of Guthrie and elsewhere in the territory will be all that could be desired. He finds that the citizens of almost every city and town in Oklahoma are making arrangements to entertain the delegates to the meeting. In fact, he said, there were more invitations already extended than could possibly be accepted and complete the tour of the territory in the time allotted.

Mr. Ashbrook reported that he was experiencing some difficulty in obtaining transportation for the editors from Guthrie to California, and thence to Portland, Ore., finding that the transcontinental lines had entered into an agreement not to extend the usual courtesies this year. He said he was taking the matter up in another way and still has hopes that he will succeed in arranging for the tour that was promised the delegates by the people of Guthrie at St. Louis in 1904.

Frank Greer, of Guthrie, addressed the meeting, and his statements were substantially those made by the Corresponding Secretary. He renewed with all of his enthusiasm the invitation from the people of Guthrie and Oklahoma Territory, and his remarks were sufficient to convince everyone that the meeting will be a success as far as the entertainment provided by the citizens of Guthrie is concerned.

Past President Herbert followed Mr. Greer with a statement in which he endorsed all that had been said by Messrs. Ashbrook and Greer, which facts he said he obtained while on a visit to Oklahoma a short time ago.

Past President Collins introduced the following resolution and moved its adoption:

WHEREAS: The railroads leading to Oregon do not show a spirit of appreciation of the advertising value of the N. E. A. to the extent of offering satisfactory courtesies and concessions as to rates, and

WHEREAS: The management of the Lewis & Clark Exposition have notified the Corresponding Secretary of the N. E. A. that they are unable to make railroad arrangements for reciprocal transportation to Portland, and therefore,

Resolved: That this association will not go to Portland if reciprocal arrangements cannot be made for transportation on the basis of advertising, but hereby instructs its Corresponding Secretary to conclude arrangements for other excursions payable only in advertising.

Mr. Knapp, of New York, moved to lay the resolution on the table. Carried.

Mr. Miller, of Ohio, moved that the date for the annual convention at Guthrie, Okla., be June 1st, 2d and 3d, and that a committee composed of the President, Corresponding Secretary, Messrs. Wood of Colorado, Glessner of the Inland Dailies, Parrott of Iowa, and Past President Collins be appointed to make all arrangements for the meeting and an excursion after the meeting. Motion carried unanimously.

Mr. Buie, of Texas, presented an invitation from the city of Dallas, Texas, to visit that city during the 1905 excursion.

On motion of Mr. Miller, of Ohio, the motion fixing the date of the convention was reconsidered. Mr. Miller then moved that the date of the convention at Guthrie be June 6th, 7th and 8th.

Mr. Junkin, of Kansas, moved to amend that the convention be confined to two days with an evening meeting preceding. The amendment was accepted by Mr. Miller and his second, and the motion as amended was carried.

On motion of Past President Herbert, the President was authorized to complete the literary program for the Guthrie meeting.

On motion by Past President Collins, the President was authorized to guarantee to the speakers outside of the association membership, at convention, that their expenses in Guthrie would be paid by the association.

On motion by Mr. Dowdell a committee was appointed to prepare suitable resolutions of thanks to those who were contributing to the entertainment at Indianapolis and other points in Indiana, and submit the same to the committee at a later session. Messrs. Dowdell, Collins and Parrott were appointed such committee.

The Committee took recess.

Muncie, Ind., Feb. 8, 1905.—By courtesy of the Indiana Union Traction Company, the Committee visited the cities of Marion, Anderson and Muncie, and were most royally entertained by the citizens and business organizations of those cities.

At the banquet table at Muncie, Mr. Dowdell offered the following resolutions, which had been prepared by the committee previously appointed and they were unanimously adopted:

RESOLUTIONS.

We, the members of the Executive Committee of the National Editorial Association, appreciating as we do the royal, unique, hospitable, profitable and enjoyable entertainment provided by our hosts, resolve with great pleasure.

In this connection we want to thank the citizens of Indianapolis in particular, and those of the State of Indiana in general.

Good jokes, whether on the pension or retired list, are always new, like champaign, there is an effervescence about them that leave dear and pleasant memories, so is it with resolutions, when honest, heartfelt, and not a perfunctory duty, the task to be performed is a pleasant one.

The enjoyable and profitable visit and hospitable entertainment enjoyed in Indiana and Indianapolis in February, 1905, and the effervescence of good cheer and fellowship experienced on every hand during our stay in the Hoosier State and City, will linger forever in our memory. We, therefore, with great pleasure,

Resolved: That hearty and sincere thanks are due to J. B. Whitehead, the Indianapolis Manager of the American Press Association. His tireless and ceaseless efforts for our entertainment are greatly appreciated, and to him largely are we indebted for the royal good show and entertainment provided. He has been the middleman and both end men of our Twentieth Century Minstrel Show, and we cordially recommend him to managers of like shows, who want something new and are seeking to make a decided hit. Brother Whitehead, accept our thanks and congratulations, and kindly remember that you hold with a secure hand the big end of the latch string to the hearts of each and every committeeman here represented.

The entertainment provided by our true brothers, the Elks, came as an inspiration and was certainly appreciated. Especial mention and thanks are due and are cheerfully given to Bros. W. W. Groves, George June and Thomas Hedian. Be it further

Resolved: That we are indebted to and will honor sight drafts of love and frienship to the Indianapolis Traction and Terminal Company, for a trolley ride over the City of Indianapolis; to the members of the Board of Control of the Indiana Soldiers' and Sailors' Monument; to the Poultry and Bench Association for pleasant courtesies extended; to the Indianapolis Newspapers and the Printers' Supply Houses, for an enjoyable theatre party; to the Postal and Western Union Telegraph Company for frank privileges; to the Hon. Arthur Brady, President of the Union Traction Company for special cars, for delightful trips to Anderson, Marion and Muncie; to the officers of the National Soldiers' Home, and particularly to Col. Geo. W. Steele, Gov., for a very pleasant entertainment and cordial greetings, to the citizens, Commercial Club and Newspapers of Anderson, Citizens and Newspapers of Marion and Muncie, who so loyally contributed to our enjoyment; to the Hampton Printing Company for pretty badges and neatly-printed programs, and to the Grand Hotel for special rates and good entertainment.

R. E. DOWDELL.
W. F. PARROTT

Attest: J. W. COCKRAN, Recording Secretary.

EDITORS ON THE WING.

CONTRIBUTED BY THE INDIANAPOLIS EDITOR OF THE AMERICAN PRESS ASSOCIATION.

IT WAS a matter of general agreement that the Resolutions Committee, appointed by the Executive Committee of the National Editorial Association at the recent meeting of that body in Indianapolis, hit the situation off to a nicety when it declared after mature deliberation: "The enjoyable and profitable visit and hospitable entertainment enjoyed in Indiana and Indianapolis in February, 1905, and the effervescence of good cheer and fellowship experienced on every hand during our stay in the Hoosier State and City, will linger forever in our memory."

There were many incidents of a memorable character connected with that meeting of which something must be said in passing. But, first,

THE MATTER IN HAND.

It was in the spacious lobby of the Grand Hotel in Indianapolis that the members of the Executive Committee of the National Editorial Association foregathered on the morning of February 7th, last. From the four corners of the Nation came they, representing in their persons the inestimable force of the freest and most enlightened press on earth, their particular mission on that day to do the bidding of the association in concluding the plans for the coming national meeting at Guthrie, Okla.

After informal greetings a social meeting was held in the ordinary of the Grand Hotel. Here the members of the committee were pleasantly greeted and bidden welcome to the city by the Hon. John W. Holtzman, Mayor of Indianapolis, whose cordial address of welcome was responded to in an equally felicitous manner on behalf of the visitors, by Mr. W. W. Screws, President of the National Editorial Association. Following these initial amenities, the visitors were escorted to trolley cars by the obliging members of the local Committee on arrangements and a comprehensive trolley tour of the beautiful city was made, terminating at the Statehouse, where the party was given fitting welcome on behalf of the State of Indiana, Mr. Union Banner Hunt, private secretary to Governor J. Frank Hanly, speaking for the chief executive, who, unhappily, was confined to his room by illness. A visit was then made to both the Senate and House of Representatives of the Indiana General Assembly, where the working methods of the

busy Hoosier legislators were observed for a time with much interest and no small degree of edification.

In the evening the visitors attended a theater party as guests of the Indianapolis newspapers and printers' supply houses. After the theater the party was royally entertained at the palatial Elks' club room as guests of Indianapolis Lodge No. 13 (save the mark!), B. P. O. E.

A FINE SIDE TRIP.

On Wednesday, the day following, the visitors were entertained in most hospitable fashion in the thriving "provincial" cities of Anderson, Marion and Muncie, in the wonderful Natural Gas Belt of Indiana, situated but a pleasant journey by trolley distant from the State capital. The trip was made possible through the courtesy of the Indiana Union Traction Company. Two splendid cars were placed at the party's disposal and before the return to Indianapolis in the evening 200 miles had been covered without leaving the lines of this one company. Hon. Arthur Brady, president of the Indiana Union Traction Company, and Mr. Charles D. Baldwin, superintendent of transportation, accompanied the editorial party and in every way possible provided for the comfort and safe conduct of their guests.

WONDERFUL TROLLEY SYSTEM.

Before passing to other things, a word concerning this same Indiana Union Traction Company and its road and equipment is but fitting, as it is literally the "main spoke" in the great system of interurban railway communication which has sprung up as by magic in Indiana in the past few years and which comprises today the greatest system of trolley lines in the world, converging at Indianapolis in a ten-story Terminal Station which has no rival anywhere.

The principal offices are in Anderson, Ind., operating substantially 260 miles of street and interurban railroad, 210 miles of which are interurban road and 50 miles of street railroad. Its interurban lines extend from Indianapolis to Muncie; from Anderson to Marion; from Alexandria to Tipton; from Indianapolis, by way of Noblesville and Tipton, to Kokomo; from Kokomo to Peru, and from Kokomo to Logansport. Its city lines are at Anderson, Muncie, Marion, Jonesboro, Gas City, Alexandria and Elwood. All lines are operated by the "three phase" system from a central power plant located at Anderson. This power plant contains five 2,000 horse-power Rice & Sargent compound condensing steam engines, directly connected to the same number of 1,000-kilowatt generators. From this power plant electricity is transmitted at a voltage of from 15,000 to 30,000 volts, alternating current, to fifteen substations, located at different points on the system. At these substations the voltage is reduced by step-down transformers, and by means of rotary converters the current is converted from alternating into direct current, in which form it is utilized for the running of the cars.

That this company is well equipped for such admirably "personally conducted" tours as was that enjoyed by the editorial party, it is stated that on one occasion it conveyed a party of 2,000 without mishap or marring incident.

NATIONAL SOLDIERS' HOME.

At Marion there is a perfect Eden of a place wherein, through the generous care of a wisely-paternal government, the battered veterans of our Nation's wars, whose lines, by any means, no longer fall in pleasant places, may receive the home-care and attention so needful to them in their declining years. This is the Marion branch, National Soldiers' Home, and it was here the first stop of the trip was made. The party was met by Colonel George W. Steele, governor of the Home, who, with the members of his staff, Mrs. Steele, and a number of Marion ladies, was present to extend the honors of the Home to the visitors. A hearty welcome was extended and the members of the party were given every opportunity to view the wonderful system which obtains in the care of the men to whom the nation owes a debt it is thus making partial payment on. It was dinner time, and the visitors could not help observing that so far as the inner man is concerned the veterans were bountifully cared for. Here is a sample day's bill-of-fare taken at random from a fortnight's bill submitted by J. W. Sanderson, quartermaster and commissary of subsistence:

Breakfast—Stewed liver with bacon and onions, boiled potatoes, bread, butter and coffee.

Dinner—Mutton stew with dumplings, pickled beets, canned apricot pie, bread, butter and coffee.

Supper—Cheese, cookies, stewed fruit, bread, butter and tea.

The visitors were, naturally, greatly impressed with all they saw at this admirable institution.

THE CITY OF MARION.

Marion was the next stop. A visit was made to the public library and art exhibit. The party was then received at the Commercial Club by President Steele, Secretary Wiley, members of the club and ladies of Marion, and a splendid luncheon was served. Colonel Steele, Mayor Covert, Judge Hiram Brownlee and E. P. McClure made fitting speeches of welcome, to which President Screws, Secretary Ashbrook, Colonel Dymond and B. B. Herbert responded.

Marion people do not believe in mere round numbers when it comes to the important matter of population. They are explicit. To the committee the declaration was made that Marion has a population of 29,087; something over fifty manufacturing industries, employing about 4,500 people, and four banks with a combined capital of about two millions. Besides the manufacturing interests Marion has quite an oil territory; about twenty miles of street-car lines; two interurban lines, one being built and two others for which the right-of-way has been secured. The National Military Home pays out in pensions about $40,000 each quarter. This is in addition to the cost of maintenance and improvements on the home. Marion's churches represent almost every denomination, several of which have fine edifices. There is also a beautiful public library, built by a donation of $50,000 by Andrew Carnegie. Their school system, they think, is second to none in the State, there being about 4,600 pupils enrolled in one high-school building and ten ward schools. The Marion Normal College has an average attendance of about 1,600 pupils, and the business college has an average attendance of 400. The government has just purchased a site costing $25,000, upon which to erect a government building, and an appropriation of not less than $100,000 is expected from this session of Congress. The Marion Commercial Club has a wideawake manufacturing committee which has just located a starch plant that will employ 250 hands and use daily not less than 5,000 bushels of corn, whose buildings will cost over $300,000 and will cover about ten acres of ground.

THE CITY OF ANDERSON.

The editors left Marion at 1:30 and arrived at Anderson at 3:30. At Alexandria they were met by a deputation of Anderson citizens, accompanied by a quartet, which sang "You Are as Welcome as the Flowers in May." After visiting the immense power house of the Indiana Union Traction Company the visitors were entertained at the Elks Lodge rooms, where a large delegation of Anderson's public-spirited citizens improved the time to add to their guests' growing appreciation of the beautiful city.

Anderson has four railroads—the Pan Handle, the Big Four, the Indiana Midland, and the Michigan division of the Big Four. There are seventy-five interurban trains arriving and departing from the city every twenty-four hours. When natural gas was discovered in 1877 Anderson became the field of large operations in the manufacturing world. The city grew like magic, from an unimportant inland town to a city

of 30,000 people. Anderson is the owner of its electric lighting plant and water-works system. These utilities have been constructed by the city at a cost of $250,000 and are self-sustaining. Anderson has $13,000,000 of taxable property, a fine school system, elegant county buildings, over twenty miles of paved streets, one of the finest sanitary sewerage systems in the country, many large and commodious hotels and a magnificent opera house, a commercial club of 500 members and a merchants' association of equal numbers. The press is ably represented by three daily publications—the *News,* the *Bulletin* and the *Herald*—all of which are up to date and always on the alert for news and for the good of Anderson. The banking facilities are ample, being represented by three banks and two trust companies, having combined assets of $3,000,000.

THE CITY OF MUNCIE.

From Anderson the party proceeded to Muncie, where the members were greeted by the President of the Commercial Club, the Mayor and Mr. F. D. Haimbaugh, of the Muncie *Herald,* and others. A splendid repast was furnished the editors at the Commercial Club and the entertainment brought out a resolution of thanks from the visitors. Muncie lays claim to being the metropolis of the Natural Gas Belt and now the center of a large and growing oil industry. Its tax duplicate shows assessments of about $12,000,000, with a population of 34,000; four miles of asphalt streets, 42 miles cement sidewalks and 97 miles macadam streets; 117 acres in public parks; a municipal electric light plant; the only fire department in the State that is ten per cent above requirements of insurance companies; eleven modern and commodious school buildings, employing 130 teachers; a complete sewerage system; a $75,000 public library, containing 25,000 volumes; three daily and three weekly newspapers; two business colleges; all leading church denominations have commodious church homes; a $250,000 court-house; a $100,000 college building; a $50,000 commercial club building; six steam roads and three interurban lines.

At 8:10 p. m. the editorial party left Muncie, arriving in Indianapolis in time to "catch" the night trains out, and thus two memorable days were passed.

It may be said in conclusion that Indiana wants the meeting of the National Editorial Association in 1906 or 1907, and if the two days' entertainment furnished the executive committee may be accepted as a "sample," the members of the association may rest assured that nothing will be left undone to insure their comfort and enjoyment should the association decide to grant the wish of that dear, delightful Hoosier State.

Conference, Appreciation and Knowledge of Men as Means to Success.

AN INSTRUCTIVE INCIDENT GATHERED AWAY FROM HOME.

We have frequently, in the past, remarked on the wisdom of the meeting together, for social enjoyment, conference, the interchange of views, the forming of closer acquaintance and friendships, of those engaged in the same business or in the same line of business, profession or calling. We happened upon an illustration in point while attending the recent meeting of the Executive Committee of the National Association at Indianapolis. Not one member of the firm concerned knows of this article or of our knowledge as to the affair mentioned. One has to go away from home, sometimes, to learn the news, as we did in this case, and we have refrained from asking anything about this at home. Wednesday evening, Feb. 1st, Barnhart Brothers & Spindler gave a dinner to their house and traveling salesmen. There were about sixty present and Mr. French, famed for his geniality, fitness and ability for such service, which he is so frequently called to perform, acted as toastmaster. We were assured by our informant that the occasion was exceedingly enjoyable and profitable, but what he particularly emphasized was Mr. French's interest in, knowledge and correct judgment of each man. He was not satisfied with the usual formalities and remarks in which he spoke of the high standard shown as a whole, or in the aggregate, by the representatives of the house as thorough business men of high character and ability, but he passed around the table and took the hand of every one separately and said some words, recognized by all as particularly applicable, adapted and encouraging, to each. Mr. French showed that he understood the position and character of every one of the gentlemen on whose work depends the success of the business. There was a sincerity, an earnestness, a clearness of proper appreciation in the words and a warmth in the hand clasp that have not been forgotten. Mr. French is a collegian, a student, a thinker, but these have not dulled his sympathies, blinded his judgment as to the worth of those employed with him, nor caused him to be otherwise than earnest in business and fervent in the spirit with which he regards others. He does not know of our opinion of him nor of our words here, nor will he have any such knowledge until he sees them in print in the NATINAL-PRINTER-JOURNALIST, and we do not write these things for him or for any member of his company but for the good of others, as pointing the way, through a practical illustration, to one of the surest means of great success in all callings and in business life, the ability to know, to appreciate at his true worth, and the bigness of mind and heart to render just commendation to every man with whom one is brought into confidential business relations. We speak of the value and necessity of such qualities in great generals or those in positions of command but these are just as essential to business success in this age when nothing can be accomplished without the combined efforts of the many, acting in accord under the direction of a competent, trusted and respected leader. No one liveth to himself or by himself in this Twentieth Century, if he accomplishes anything worth while. Society and business, the industries and the professions are too complex, interdependent and extended for the separateness or exclusive individualism of the past. However self reliant and individual one may be in his own character he must act with others for any really great accomplishment. It is not alone in great newspapers but in nearly every other great enterprise that individuality is sunk in the undertaking to the carrying forward of which many hands and brains must contribute, some as directors, others as the doers or carriers-out of the plans and details. All are alike workers. Because one must plan, map out the campaign, direct and even command, he is none the less a soldier, bearing his share of the toil, burden and worry of the contest.

EDITORIAL NOTES AND POINTS

BY BENJAMIN B. HERBERT, CHICAGO, ILL.

TOPEKA, Kansas, has excellent daily papers. The success of the publisher of the *Daily Capital* is phenomenal and worthy of study. Mr. Arthur Capper was born in Garnett, Kansas, in 1866, and entered the office of the Garnett *Journal* at the age of thirteen years, to learn the printer's trade, having been, previous to that date, a newsboy. He took his training as a printer with his studies at school, every Saturday and every vacation having been devoted to work as an apprentice in the printing office. At the age of eighteen years he graduated from the high school at the head of a class of twelve. He had worked at printing, corresponded for newspapers, and studied these and books and found that he was aided, instead of being hindered thereby, in his efforts for scholarship. When he graduated he possessed a very thorough practical education and was the master of a trade. He reached Topeka with assets of $1.25, in June of his graduation, in 1884, and secured work on the *Daily Capital* as a printer. After seven months at the case he became a reporter and at nineteen years of age reached the position of city editor. In 1891 he went to New York to learn something more of the business, and secured a place on the *Tribune,* which he held for six months and then, refusing flattering offers in the Nation's metropolis, returned to the *State Capital,* which he now owns, besides the *Mail* and *Breeze,* a weekly with 60,000 circulation, the *Missouri Valley Farmer* with 160,000, and the *Household* with 100,000 subscribers. His success is due to having kept always in touch with the practical sides of life. He got no false ideas at school and learned to use his knowledge as rapidly as it was acquired. He chose his calling early and prepared himself for the same. The *Daily Capital* has a circulation of 19,000 copies per day, which is remarkably large for a city the size of Topeka. One strong point in his paper is the constant presentation and exploiting of the resources and advantages of different sections of the State. Mr. Capper is a promotor of all that tends to the upbuilding of his city, section and State and he is a hustler and organizer in politics, though never an office seeker. Preparedness for his work, energy, organizing ability, human interest, loyalty to principles and to all worthy local and State enterprises and unflagging industry are the secrets of a success that, in some fifteen years has taken him from the printer's case to the head and ownership of an important daily paper, and three other successful publications.

President Screws, of the N. E. A., is known everywhere in newspaper circles as an able and successful editor of one of the leading dailies of the South, the Montgomery *Advertiser,* but his associates on the Executive Committee of the National Editorial Association were pleased to learn, on several occasions, during the recent meeting at Indianapolis, of his eloquence, ability and readiness as an extemporaneous speaker. His words were, on all occasions, entertaining, sound, sensible, instructive and inspiring. Out of the fulness of his mind and heart, his mouth speaketh. A love for and a loyalty to truth and a well-stored mind are above all else the requisite for an oratory that tells. Men are always glad to listen to a man who has something worth while to say and while newspaper work does not particularly train one in the fine art of finished oratory, faithfully and enthusiastically followed, it does fit one with that breadth of knowledge and of thought and that depth and broadness of understanding and sympathies that make his words, spoken or written, golden.

Newspaper work has its difficulties, trials and responsibilities, yet it has its compensations. In the right kind of a paper it binds the members of the newspaper force together in esteem and friendship. This was recently shown upon the retirement of Mr. Frederick W. Hyde, from a responsible position on the Jamestown, N. Y., *Journal,* to become cashier of the Chautauqua County Trust Co. A banquet was given in his honor, over which the widely-known and highly-honored President, Frederick P. Hall, the editor and publisher, presided. The following were the toasts to which eloquent and appropriate responses were made:

The Guest of Honor, Journalism Not Strenuous Enough so He Took to Banking—Capt. Frederick W. Hyde.

The Job Printing Department, The Journal Office of Twenty-Nine Years Ago—Paul M. Dean.

The Composing Room. The Paper Must be on the Press at Four O'clock—Herman H. Stoltz.

The Managing Editor, "Up Stairs" and "Down Stairs"—James A. Clary.

Our Society Reporter, Police Court and the Undertakers are Sometimes Added by Way of Variety—Miss Bertha Butler.

Our Rhymster, As We Appear Done in Verse—Clifton N. Hildum.

Our Junior Reporter, Fresh from Scholastic Debating to Hustling News Gathering—J. Harold Swanson.

One of Our "Has Beens," from the Nursery to The Journal Office; From The Journal Office to a Nursery—William S. Bailey. (Mr. Bailey entered the business office of the *Journal* at 14 years of age, where he remained for 16 years. He is now the manager of the Chautauqua School of Nursing.)

The Men, My Ideal! Where Can I Find Him?—Miss Jessie Young.

Our Editorial Writer, Philosophy and Humor Well Combined—Edwin A. Bradshaw.

The names on the toast, were supplemented with a statement of the years of service of each and an excellent record was shown which was in part as follows:

Frederick P. Hall, President, 29th year.

Frederick W. Hyde, Secretary, 26th year.

Editorial Rooms—Edwin A. Bradshaw, 16th year; James A. Clary, 22d year; Vernelle A. Hatch, 6th year; E. Bertram Briggs, 5th year; Miss Bertha Butler, 9th year; Clifton N. Hildum, 5th year; J. Harold Swanson, 1st year; Miss Mynetta Randall, 5th year; Miss Mary Spring, 1st year.

Business Office—N. Allison Graham, 17th year; E. Verne Bly, 2d year; Matthew E. Wright, 14th year; Miss Jessie Young, 8th year; Miss Helece Randall, 7th year; Mrs. Emma C. Evans, 4th year.

Newspaper, Press and Composing Rooms—John O. Johnson, 17th year; Clarence J. Sprague, 17th year; Daniel P. Wescott, 25th year; William Scott, 14th year; James S. McCallum, 11th year; Herman H. Stoltz, 11th year; James H. Mason, 2nd year; George Curtis. 4th year; Harry Couch, 3d year; Charles Jenner, 1st year; Fred Lindstrom, 3d year; Simon Carlson, 1st year.

Job Printing and Engraving Departments—Paul M. Dean, 26th year.

This paper has dwelt very frequently on the importance of teaching both girls and boys how to do things and, in teaching how to do, also inculcating the ideas of helpfulness, service and usefulness from which really come true happiness, all real greatness and worthiness. All doing in this world must be sustained and beneficial, must have proper reward. In the printing business, seemingly, more than in almost any other calling, this reward depends upon understanding not only how to do but how correctly to estimate the cost of work and all the items that enter therein. "The Knowing How to Estimate" is one of the precedents to effectual profitable doing in this calling and we heartily coincide in the following upon the subject that appeared in a recent issue of the *Texas Printer:*

This is a question the importance of which is becoming generally recognized by the printer. Many printers are today losing money because of an improper understanding of the costs that enter into production. The printer finds that despite all the pains he takes with the question on an order, his margin of profit is never certain. He realizes a fair profit on one job, while on the next he probably loses from 50 per cent to 100 per cent. This state of affairs is obviously wrong and should be remedied. Every job should carry its legitimate profit—no more, no less. No guesswork should enter into your calculations. You need to acquire a more definite understanding of the underlying principles of estimating. A successful estimate is based on a true knowledge of the cost of production. Here is sounded the keynote to the success or failure of every printer.

Much has been said lately of the desirability and value of that sort of education which teaches men and women how to do things. We have no fault to find with that kind of education except that it may not go far enough. It certainly is vastly important that printers should know how to estimate, but it is even more important that, knowing how, they should do it correctly. The most valuable training, whether one calls it "education" or by some other name, is that which causes one to do things and to do them in the right way. What we need most of all is education which will bring about the application of knowledge.

Every day we see instances of people doing the wrong thing when "they know better." Ignorance in these days is scarcely excusable. Is the neglect of those who are rich in knowledge at all pardonable? You yourself will say no. Then why not fall in line with others who are working for the elevation of the craft?

The National Printer-Journalist is strictly non-partizan, yet this does not prevent the editor and paper from being interested in all good things that are said about the members and officers of the National Editorial Association, in whom all the readers of this paper have a like fraternal interest. The following with regard to Secretary W. A. Ashbrook, clipped from Ohio newspapers, will be read with pleasant and instructive interest as showing the qualities of a successful editor that cause him to be highly appreciated in his own home:

W. A. Ashbrook, editor of the Johnstown *Independent,* and one of the most active business men of that thriving little town, is casting longing eyes at the seat in the Lower House now held by Dr. Watkins, of Etna. Editor Ashbrook believes that the Democrats can redeem the county next year and thinks that he can beat the genial physician statesman from the western part of the county.—Newark *American Tribune.*

Licking County Democracy has the reputation of putting forth its best men for office, consequently the county has seldom swerved from its loyalty to that party. Hon. W. A. Ashbrook, Johnstown editor and banker, is of the kind that would add lustre to the county's record, should he be nominated for Representative. His nomination would certainly mean his election for he is well and popularly known throughout every neighborhood in Licking county, and is one of the best known editors in the State. He is at present Corresponding Secretary to the National Editorial Association and prominent in the work of the several State Editorial Associations.—Madison Co., *Democrat,* London, Ohio.

The Auburn, N. Y., *Daily Advertiser* issues a four-page leaflet that informs advertisers, first, about the nature of the field covered by the paper, the city of Auburn, its citizens and their employments, the industries, trades, railways, its schools and the contributary country and villages. Following this information, that affords a key to the classes of advertising that would prove most profitable, are special facts with regard to the *Daily Advertiser* and the Auburn *Semi-Weekly Journal,* under the same ownership and management. The standing value and advantages of the papers as to service, circulation, location, age, etc., for advertising. Then follows, on the last page, the table of advertising rates as follows:

ADVERTISING RATES.

	One Day	Two Days	Three Days	Four Days	Five Days	Six Days	Two Weeks	Three Weeks
One inch	65	1 00	1 30	1 60	1 80	2 00	3 67	4 95
Two inches	1 17	1 80	2 34	2 88	3 24	3 60	6 61	8 91
Three inches	1 62	2 50	3 25	4 00	4 50	5 00	9 18	12 37
Four inches	2 00	3 10	4 00	4 96	5 58	6 20	11 39	15 35
Five inches	2 32	3 60	4 68	5 76	6 48	7 20	13 23	17 82

	Four Weeks	Two Months	Three Months	Four Months	Five Months	Six Months	Nine Months	Twelve Months
One inch	6 32	9 78	12 65	15 53	18 10	20 70	27 60	34 50
Two inches	11 40	17 60	22 78	27 95	32 60	37 26	49 68	62 10
Three inches	15 80	24 43	31 62	38 80	45 26	51 75	69 00	86 25
Fou inches	19 60	30 30	39 21	48 11	56 14	64 17	85 56	106 95
Five inches	22 78	35 20	45 54	55 90	65 20	74 52	99 36	124 20

The above rates are for regular space display advertisements taking the "run of paper." Advertising to occupy special or preferred positions, and extra display, cuts, etc., will be accepted subject to additional charges.

Additional space above 5 inches on the 5-inch basis. Open space, for all electro matter, 300 inches or more, run of paper, 12 1-2 cents net. Position (for three or more inches space), 15c net. Composition when required, 5 cents per inch.

All bills are net, payable monthly, on or before the 15th, for the previous month's advertising.

Want Advertising.—Eighteen words, three times for twenty-five cents; one cent for each additional word. *Net cash* with order. Ten cents extra, if charged.

Rates subject to change at pleasure of the publishers.

Rates for advertising Auburn *Semi-Weekly Journal,* are: For one insertion a week, 33 1-3 per cent, and for two insertions per week, 50 per cent of the rate for the *Advertiser* for the same space and length of time.

Knapp, Peck & Thomson, Publishers.

It will be noticed that this table is not based on the flat rate system—a system that is adapted only to metropolitan dailies where the composition and finding position for new ads, making-up, keeping accounts, etc., form such a small per cent of the charge of the space as not to be at all material. Where a paper can charge one, two or three dollars an inch for space each day, the extra cost of handling the advertisement for one time or many times, can be disregarded, but this is not the case in a local paper, that does a special service for advertisers. A flat rate means constant loss to a paper in a small city or of limited circulation.

While in Indianapolis attending the meeting of the Executive Committee of the National Editorial Association, we had the pleasure of paying a visit to the great printing house of Levey Brothers, and passing a half an hour or so with Louis H. Levey, chairman of the Advisory Board of the newly-established School of Lithography. This school has started out under most auspicious surroundings, as a branch of the Winona Technical School. Some twenty students have already been enrolled and these average, in ability, education and character, far above those who enter as apprentices in the lithographing establishments. The fact is the school promises much more to successful pupils than can, under existing conditions, be expected by those learning the trade in the shop, where, in this age, every minute of time of every employe must be made productive in order to keep up the expense of conducting the establishment—where every one must be assigned to some special department of work, and there is little opportunity for mastering the art or business in its entirety. There is all the time a lack of all-around efficient workmen, who can take charge of and direct the work to its profitable and artistic completion. Technical schools are necessary to existing conditions, and their existence and efficient conduct will result in the great advancement, elevation and intellectualizing of the trades and the craftsmen. In this school, Mr. Levey informed us, all modern appliances of lithography will be used, including all the approved varieties of aluminum and other presses.

The people should know for their own protection. In no other way can they be so expeditiously, fully and economically informed as through the public press. All public officials, all corporations, trust companies, eleemosynary and monied institutions should be required to report as to the capital actually invested or controlled and as to all their doings and all moneys received and expenditures made, in order to keep themselves and their agents honest as well as to inform the people who furnish the money. We are taught to pray daily, "lead us not into temptation," but, by loose methods of accounting and reporting, lead those who handle public and fiduciary funds into constant temptation. The requiring constant, accurate public accounting would save many a man from embezzlement, from prison and disgrace, and the people from loss. In our large cities and, to a greater or less extent, in smaller place, justice shops have become dens of robbery and theft, through illegal fees and extortions by justices, clerks and constables.

The proper officials should pay an honest price to the newspapers for such publications and the law should require proper fees to go into the public treasury to cover such expense.

The practice of allowing public officials to collect the pay for their own services in fees should be abolished. All fees should be paid into the public treasury of the city, county or State. Weekly reports should be made thereof and of all amounts received for interest on public funds, and statements should be published in the newspapers once a month and reports of all disbursements, to whom and for what purpose expended, should be made and published every quarter.

Thieves are brought into our lower courts to be reformed by fines or imprisonment only to find, on account of the existing secret and corrupt methods, themselves in the hands of still greater thieves. Men pay fees and give bonds in receiving appointments to offices constituted to protect the interests of the people and find those, who are expected to look to the securing and enforcing honest performance of duty, fearlessly appropriating the money that they have never earned. Is it to be wondered at, that they become careless, evaders of the law and appropriators of other people's fund, or extorters of illegal fees. Men pay taxes to carry on the government and find large shares of these taxes appropriated by those who earn but a small share of what they receive, and is it any wonder that they become tax dodgers?

The same rules of publicity should be applied to all public corporations, trusts and monetary institutions. All applications for licenses and all contracts in which the rights of the people are involved should be published in advance. No license, even to enter into marriage, should be now granted without at least one month's publication in the newspapers of the city or county where one or the other, or both of the parties, reside. Just the other day a man was arrested in New York City while trying to negotiate a twenty-third, or thirtieth, marriage, and had it not been for the publication of his crimes, the facts as to his numerous marriages and his picture in the newspapers, he would probably have been successful, sooner or later, in a score or more of other marriages. He had married and robbed twenty-two women and, if reports are true, had murdered more than half of this number. He had found marrying a very profitable business and, unfortunately, this is not an entirely exceptional case, except as to the wholesale manner in which he carried on the business. His trial will cost, doubtless tens of thousands of dollars, paid out of taxes collected from the people. He secured thousands of dollars from his victims and doubtless has thousands of dollars with which to fee lawyers. This reminds one that the courts in large cities at least, might be reformed by a wider and wiser publicity.

The people and the newspapers should coöperate in the work of thorough publicity. Publicity is the surest safeguard to the rights of the people and to the perpetuity of free institutions.

Lawyers are theoretically the officers of the court and take an oath to see justice done between their clients and the court or people, yet every possible method is used to delay and to defeat justice. Judges, drawing large salaries, are tardy in attendance, and indolent in the expedition of business. Thousands of cases drag along in the courts until those in the right are wearied and those in the wrong are encouraged. A little publicity as to trial methods and attendance at court, as to the fees taken to clear criminals, as to the time cases are kept on the docket, and the time consumed from the time cases are called until a verdict is reached, would be wholesome. There is nothing like publicity to prevent crimes and to keep men honest. Evil doers like the dark. Those who do well have naught to fear from the light.

The time has come in this country, with its great population and rush for money-getting, when every patent medicine manufacturer, every druggist, every tobacconist, every grocer or manufacturer or dealer in provisions, should be compelled to secure a certificate, guarded by penalties as to the purity of his goods and such certificate, and what it covers, should be published. Millions of dollars are collected and paid out annually for the inspection of illuminating oils lest their impurity cause disastrous explosions, but men are permitted to pour hurtful nostrums, adulterated liquors and patent medicines down the throats of millions, that sicken and slay thousands where exploding oils could injure or kill only tens or hundreds. A short time ago a great paper, the *Ladies' Home Journal,* published the facts as to some fifty-nine leading patent medicines, showing that they contained injurious drugs and more alcohol than does either beer or whisky, as usually sold, and was shown to have made a mistake as to only one of these, and it seems that this one had changed its ingredients after the putting out the specimen that was really analyzed.

In many of our States, oil inspectors, private secretaries, county treasurers, and scores of other officers of no special fitness, ability or preparation, are permitted, for very small services or responsibility, and often for no real services at all, to collect and to keep, without accounting, sums of money far beyond the salaries considered adequate for the payment of men in the highest and most responsible positions in the State, where learning, untiring industry, great responsibility and ability are required. This is simple theft. Whatever a public officer receives without rendering an equivalent he steals from the public and is corrupted and demoralized by this legalized stealing.

Electric lights have reformed many of the lurking places of crimes in our cities. We need more electric lights of publicity, required by law, supplied and paid for in our newspapers as a matter both of public economy and individual security. There is no shame to come from publicity as to honest deeds. The public press is the most effective police and the most powerful agency for the prevention of wrong doing. Our school districts, cities and states would save millions, in the aggregate, by the publication of such full and frequent reports as have been indicated.

QUESTION BOX.

Address Charles A. King, Beverly, Mass.

M. M. R., Penn.—Will you kindly publish an article on color mixing? You published an article some time ago on the harmony of colors, but what I want is what colors to mix together to form another color.

We believe our correspondent will find it much cheaper and more satisfactory to buy his colors of some ink maker, unless he is too far from market. Small quantities of ink are put up in air-tight tubes and can be sent by mail, and kept indefinitely, especially if the tubes are put in an air-tight can or bottle. Home-mixed colors are not always successful and unless a person can mix up about the right quantity for the entire run it is difficult to guess at the proper shade, unless the ingredients are weighed, and most printers have no facilities for such tests. For making tints, white ink can be added to any color and it will reduce it, and you will be surprised to see how small a quantity of color is necessary to add to a quantity of white ink to produce a light shade. In mixing tints it is often necessary to add varnish or reducer or the ink will appear dull and transparent.

The amateur color mixer should confine himself to reducing colors until he has passed the experimental stage. It is very easy to make a green or blue or yellow lighter by adding white ink, but it is not easy to make a new color. The following information is given under the heading: "How to multiply colors," in a text-book, but the writer has never tested it:

Yellow and carmine mixed give..Vermillion
Carmine and blue .....Purple
Blue and black .....Deep blue
Carmine, yellow and black.....Brown
Yellow and blue .....Green
Yellow and black .....Bronze green
Yellow, blue and black.....Deep green

Lighter shade may be produced by adding white ink.

L. B. D., Mich.—I am having some trouble with blue ink worked on coated white stock; it seems to show white spots as the enclosed sample will exhibit. 2. Can you give me any information about getting a bronze effect with blue ink? Can I stir in bronze powder? 3. I am running a very dark cover with white ink but it does not appear to be real white—the printing looks dull and greasy.

1. The white specks are probably caused by the clay coating on the paper peeling off, although it should not, on first class stock, but some pressmen claim that blue causes coated paper to peel more than any other color. We suggest that the ink be thinned with a reducer which will not destroy the lustre of the ink, and suggest you try the following: Ether, four ounces; oil of cedar, four ounces; balsam of copaiba, eight ounces; kerosene oil, one pint. To this may be added a pint of turpentine, but it is not necessary. This dryer and reducer is good for any color of ink and is worth keeping on hand. Keep it well corked and shake before using. Do not apply to the can of ink but mix a small quantity at a time. It will dry on the rollers if left over night. Do not apply but a few drops to a spoonful of ink. If you can get some thick glass for mixing ink on you will keep it free from dirt and the glass can be easily washed before the ink dries.

2. Bronze inks can be purchased ready-made. Bronze powder can be mixed with ink, but to do it properly an ink-mill is necessary, and it is a very convenient article in a printing office away from ink-makers as often ink is improved by regrinding.

3. In printing with white ink the rollers should be new, rather hard and free from cuts or pores. It will improve the ink and make it look whiter to add a trifle of blue. If the run is not too long you can dust over the job after printing, with corn-starch, the same as you would use bronze. The writer realizes that in long runs these makeshifts will not be tolerated but sometimes a printer has a short run and can afford the time to go over his work a second time, for appearance sake. A second impression on heavy stock and with heavy type is an improvement if the register is perfect.

NEWSPAPER CRITICISMS

BY O. BYRON COPPER, DE SOTO, WIS.

Address all Communications for this Department to De Soto, Wis.

WE HAVE been thinking that it is perhaps a most fortunate thing that the patrons and readers and department editors of the NATIONAL-PRINTER-JOURNALIST, and especially of this department, are all printers, and that this magazine is gotten out much after the fashion of all other printed things, else its errors could not be so fully appreciated nor so easily overlooked. Now, whether it were due to our own faulty penmanship, an oversight of the compositor, or whether the proofreader were suffering from a mild attack of ophthalmia, that one of the defects in "legibility" in our "standard of perfection of advertisement composition," in the January number, should have appeared as "neatness of display," instead of "weakness of display," as we intended, is beyond our decision. We intended to mention this in last month's installment, as we did also many other things presented this month; but while we were busy writing the March department (as we supposed, having given up hopes of getting in on the February edition), there came an urgent call for "copy" from headquarters, so we gathered up the few loose sheets at hand and "fired" them in, without further preliminaries. Therefore, we take up with the Shelton (Neb.) *Clipper,* right where we left off last month.

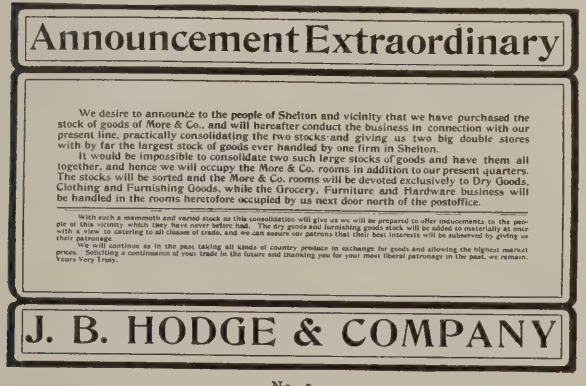
DECEMBER 2, 1904.

Mr. O. Byron Copper, De Soto, Wis.

DEAR SIR:—I am sending you by this mail, under separate cover, the two last issues of the *Clipper,* for your inspection and criticism. In reviewing the paper you should take into consideration the fact that it is published in a town that has a population of 861 (census of 1900) and it is not a county seat. No leniency, however, is expected on this account. Yours very truly,

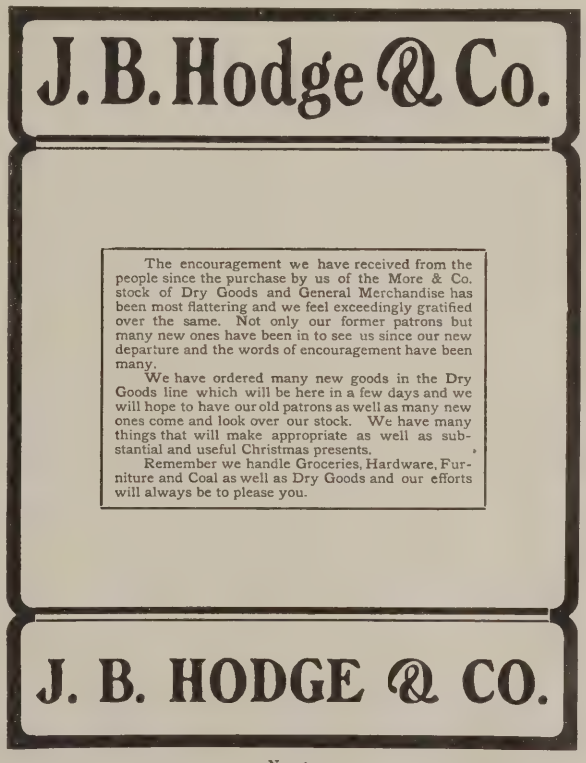
F. D. REED.

Despite the fact that Editor Reed's paper is not a county-seat product, but, rather, printed in a town of something less than a thousand population, there are many features about it that equals it with the "county-seat class"—yea, even surpasses them. The *Clipper* is made up of four six-column, home-printed pages and an equal number of patent pages.


Announcement Extraordinary
We desire to announce to the people of Shelton and vicinity that we have purchased the stock of goods of More & Co., and will hereafter conduct the business in connection with our present line, practically consolidating the two stocks and giving us two big double stores with by far the largest stock of goods ever handled by one firm in Shelton.
It would be impossible to consolidate two such large stocks of goods and have them all together, and hence we will occupy the More & Co. rooms in addition to our present quarters. The stocks will be sorted and the More & Co. rooms will be devoted exclusively to Dry Goods, Clothing and Furnishing Goods, while the Grocery, Furniture and Hardware business will be handled in the rooms heretofore occupied by us next door north of the postoffice.
With such a mammoth and varied stock as this consolidation will give us we will be prepared to offer inducements to the people of this vicinity which they have never before had. The dry goods and furnishing goods stock will be added to materially at once with a view to catering to all classes of trade, and we can assure our patrons that their best interests will be subserved by giving us their patronage.
We will continue as in the past taking all kinds of country produce in exchange for goods and allowing the highest market prices. Soliciting a continuance of your trade in the future and thanking you for your most liberal patronage in the past, we remain.
Yours Very Truly,
J. B. HODGE & COMPANY

No. 1.

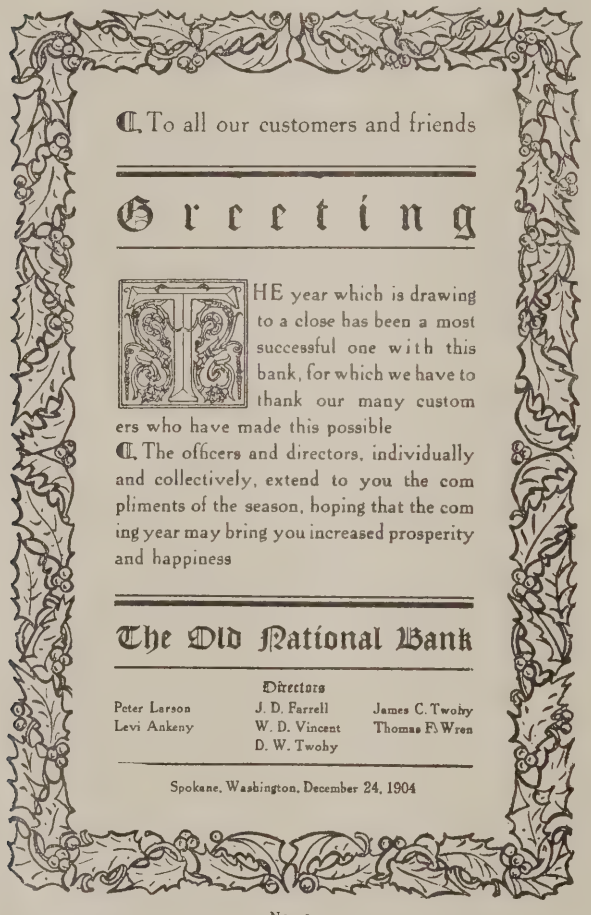
It possesses an exceptionally good local news service, comprised in special headed articles and abundant "matters personal." A spicy editorial department is also maintained. The advertising patronage accorded this sheet is so liberal that, with only half the paper at the makeup's disposal, it is a puzzle to know what he would do with the displayed matter, if some of it were not inserted on the initial page. But we can see how arrangement of the ads could be greatly improved by making them up more systematically and less promiscuously. And we should think that a makeup's innate sense of good construction would naturally tend to make him place all larger ads at the bottom of the page, with all smaller ones at the top. Of course, we quite fully comprehend that "position" is frequently stipulated in the advertiser's contract,


J.B. Hodge & Co.
The encouragement we have received from the people since the purchase by us of the More & Co. stock of Dry Goods and General Merchandise has been most flattering and we feel exceedingly gratified over the same. Not only our former patrons but many new ones have been in to see us since our new departure and the words of encouragement have been many.
We have ordered many new goods in the Dry Goods line which will be here in a few days and we will hope to have our old patrons as well as many new ones come and look over our stock. We have many things that will make appropriate as well as substantial and useful Christmas presents.
Remember we handle Groceries, Hardware, Furniture and Coal as well as Dry Goods and our efforts will always be to please you.
J. B. HODGE & CO.

No. 2.

but contrary to the foregoing presumption, it has been our observation that the tendency of makeups is to place the larger ads to the top of the column or page, with all smaller ones at the bottom. No rule of constructive ability can be advanced in defense of this plan and the excuse of endeavoring to favor the larger advertisers is at once inadequate and unfair. A big ad will show up far better at the bottom of the column than will a smaller one, and, moreover, a column made up with all the smaller ads at the top and larger ones at the bottom presents a far better proportioned and more balanced appearance, than one made up after the reverse style. Several of these ads in the *Clipper* are exceptionally well set. (Nos. 1 and 2.)

We recently got a letter from our friend, Stutes, late conductor of the department of "Review of Job Work"—Greenberg & Stutes, it is now, "Good Printers," at Spokane, Wash. "A letter," did we say? Well, not exactly; just a pretty envelope, containing a few printed things, but not a single scratch of the pen, nor of that invariable lead pencil of Mr. Stutes. There are two original and tasty cards and a mailing card (or something of that nature) which in its distinctly dainty and different aspect bears unmistakably the Stutes æsthetic touch. It says, in part: "Our productions have been copied by every printer's technical journal in the world, because the samples submitted possessed individuality." There is indeed an individuality—a distinctive character—about these Greenberg & Stutes samples, the same individuality that was so ably exploited by Mr. Stutes, from time to time, through this journal. There was also a newspaper ad (No. 3) in the envelope, which is not lacking in individuality, either,


¶ To all our customers and friends
Greeting
THE year which is drawing to a close has been a most successful one with this bank, for which we have to thank our many customers who have made this possible
¶ The officers and directors, individually and collectively, extend to you the compliments of the season, hoping that the coming year may bring you increased prosperity and happiness
The Old National Bank
Directors
Peter Larson
Levi Ankeny
J. D. Farrell
W. D. Vincent
D. W. Twohy
James C. Twohy
Thomas F. Wren
Spokane, Washington, December 24, 1904

No. 3.

perhaps, but not so highly commendable as the specimens of commercial printing, before mentioned. Coming at Christmas time, as it evidently did, this ad was seasonable in chosen material, well designed and well whited out. But there is a pronounced weakness about it—as the reader may see for himself. The lines in text are hardly suitable to advertising purposes, but the inappropriateness in this instance, for obvious reasons, is not so bad, after all. We beg to call attention to the double rule with the lighter line above. We are fully assured that this was quite intentional on the part of the compositor, nevertheless it is a practice which we never endorsed, simply because it looks decidedly "upside down." We once heard a compositor, on being asked by the foreman why he had employed rule thus, reply: "So's to do it different than any other duffer!" and this is perhaps the only reason "any other duffer" ever had. If in ad composition one's sole ambition were "to do it differently," why not then turn a line of type upside down? We do not know that this specimen is a product of the Greenberg & Stutes shop, but judging by the material employed in it, we would say it is.

Away last December Editor O. F. Craig, of Newark, Ark., sent us a number of copies of his publication for criticism, and we'll bet a dollar he's been "cussing" us and this department ever since. But we're going to try and square ourselves now. The Journal, as Editor Craig's paper is called, is a five-column quarto and entirely a product of the home office. The first thing we note is that between the editions of September and December a decided improvement was inaugurated in the shape of a heading of smaller Columbus caps and small caps, to take the place of huge Devinne caps and lower case. At each side of the present caption are neat little oblong "boxes" of rule, each containing these words: "All Printed at Home." The Newark *Journal* is an exceptionally neat publication. Every inch of the front page is given over exclusively to pure reading matter, always neatly arranged and frequently relieved with halftone illustrations. The makeup of the inner pages is generally as tasty, too, but in some instances some haphazardness is in evidence in the arrangement of the ads, due, no doubt, to the request of advertisers. We have said that the *Journal* was a quarto, but to make the description more accurate, let us add that it consists more properly of two folios pasted together in a most convenient manner. In the main the presswork is fair, and the ads, while not artistic, are plain and serviceable, being in most cases well whited out and legible. The news service is deserving of especial praise for its extent and abundance, and the editorial work is equally commendable. While the advertising patronage might be less, at a casual glance it would appear that Newark's business men and merchants hardly appreciated fully the strenuous efforts which their editor is making to give them a first-class local exponent—and the success with which those efforts are being crowned. However, as in the *Journal's* special New Year's edition (chiefly marked by an extra folio section) the merchants may be somewhat desultory in this matter, at times using a great deal more space than at others. We conclude with the impression, somehow or other, that Editor Craig is putting out a first-class little journal, and deserves a hearty slap on the back, and this department's congratulations.

Neche, N. D., Nov. 29, 1904.

Mr. O. Byron Copper, De Soto, Wis.

Dear Sir:—I am sending you today a number of ads set by the writer, and which have appeared in the *Chronotype* during the past few months, for review in your department of that excellent publication, the National Printer-Journalist.

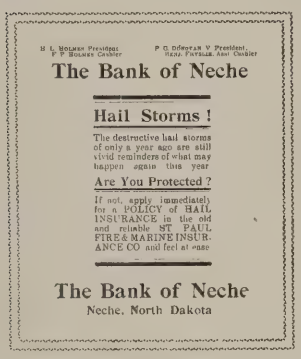
Your department, "Newspaper Criticisms," has always been a favorite feature of the N. P.-J. to me, but of late the increasing number of North Dakota boys who are sending their work to you for criticism, makes it more than ever interesting. I remain,

Yours respectfully,

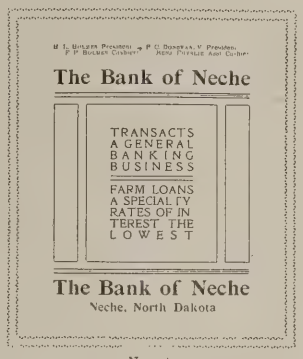
Rex H. Lampman.

By noting the date of the above-quoted favor it will readily be seen that here is another patron who may have been ruminating in more or less forceful terms of this department or its conductor, whom circumstances have made to appear guilty of neglect. Let our apology be a hastening to perform our duty. Our duty, in this instance, is to extend Mr. Lampman an abundance of praise as an exceptionally skillful ad-compositor. We have never had a more handsome budget of specimens submitted to our consideration, and the pleasure we have taken in their examination cannot be exaggerated. We have selected a few ads from these samples for reproduction herewith (Nos. 4, 5, 6, 7 and 8). Nos. 4 and 5 are both neat

exhibits, the former being considerably the better, both in point of economy and legibility. Specimen No. 6 is a masterpiece in point of design and general appearance. It possesses

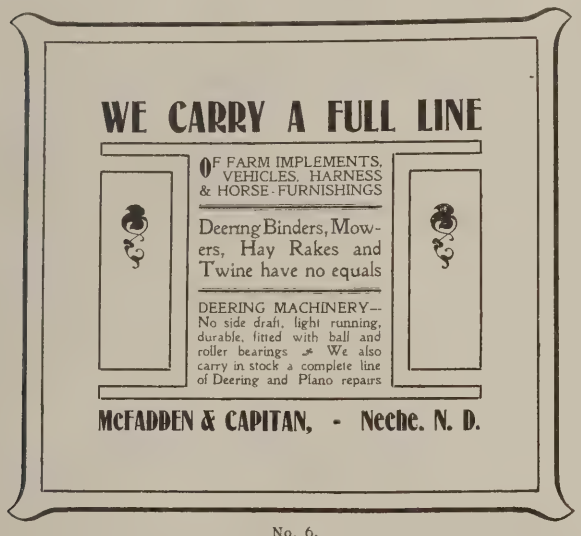

The Bank of Neche
Hail Storms !
The destructive hail storms of only a year ago are still vivid reminders of what may happen again this year
Are You Protected ?
If not, apply immediately for a POLICY of HAIL INSURANCE in the old and reliable ST. PAUL FIRE & MARINE INSURANCE CO and feel at ease
The Bank of Neche
Neche, North Dakota

No. 4.


The Bank of Neche
TRANSACTS A GENERAL BANKING BUSINESS
FARM LOANS A SPECIALTY RATES OF INTEREST THE LOWEST
The Bank of Neche
Neche, North Dakota

No. 5.

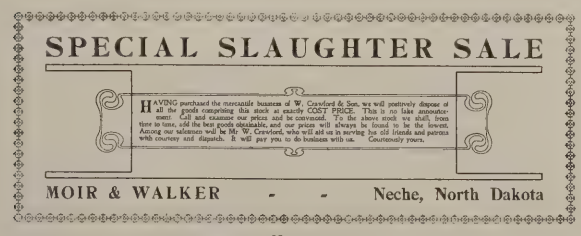
more than a little elaboration, however, which has taken time and material to execute, but in view of the beautiful effect, this can easily be forgiven. It is only in point of details that this example is imperfect. The first and most noticeable of these defects is an error cited and criticised by our contemporary, Mr. A. V. Fitzgerald, in his introductory department contained in the January number of the NATIONAL PRINTER-JOURNALIST; namely, the use of an initial letter in the middle of a statement. The black initial "O" rather detracts than adds to the aspect of the whole in this instance.


WE CARRY A FULL LINE
OF FARM IMPLEMENTS, VEHICLES, HARNESS & HORSE-FURNISHINGS
Deering Binders, Mowers, Hay Rakes and Twine have no equals
DEERING MACHINERY—No side draft, light running, durable, fitted with ball and roller bearings. We also carry in stock a complete line of Deering and Piano repairs
McFADDEN & CAPITAN, - Neche, N. D.

No. 6.

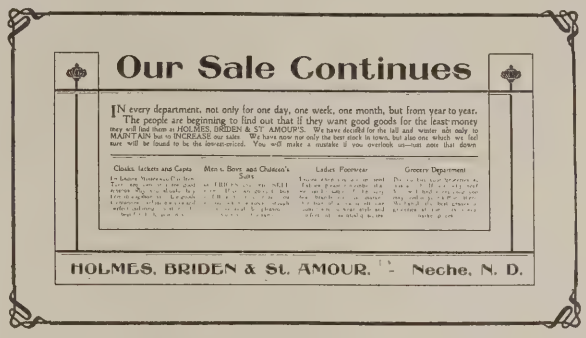
By studying these three lines a moment or two, now, no doubt, Mr. Lampman himself can see how, by the introduction of thin-spaces between letters, the initial letter might have been dispensed with and the square effect yet retained. The dash after "Deering Machinery" leaves an ugly notch in the lower "mass," which might also have been obviated by the use of copper thin-spaces. By having set the "Neche" in the closing line also in caps, like the firm name, and, if necessary, employing the abbreviation, "Dak.," for Dakota, a much more preferable line would have been the result.

No. 7 is a fine, clean, handsome ad design with no marked


SPECIAL SLAUGHTER SALE
HAVING purchased the mercantile business of W. Crawford & Son, we will positively dispose of all the goods comprising this stock at exactly COST PRICE. This is no fake announcement. Call and examine our prices and be convinced. To the above stock we shall, from time to time, add the best goods obtainable, and our prices will always be found to be the lowest. Among our salesmen will be Mr W. Crawford, who will add us in serving his old friends and patrons with courtesy and dispatch. It will pay you to do business with us. Courteously yours.
MOIR & WALKER - - Neche, North Dakota

No. 7.

defects. In this instance the use of the initial letter is in good form, and it looks well, too; and the compositor has had the good taste and judgment to omit any punctuation after the firm name, the use of which, in our estimation, is quite superfluous in this particular scheme. No. 8 is a grand


Our Sale Continues
IN every department, not only for one day, one week, one month, but from year to year. The people are beginning to find out that if they want good goods for the least money may well find them at HOLMES, BRIDEN & ST. AMOUR'S. We have decided for the fall and winter not only to MAINTAIN but to INCREASE our sales. We have now not only the best stock in town, but also one which we feel sure will be found to be the lowest-priced. You will make a mistake if you overlook us—just once that down
Classic Jackets and Capes
Men's, Boys' and Children's Suits
Ladies' Footwear
Grocery Department
HOLMES, BRIDEN & ST. AMOUR, - Neche, N. D.

No. 8.

piece of work, although the use of two sizes of Jenson in the upper central portion rather botches matters. The concluding line might also have been improved by following the instructions prescribed for the improvement of Specimen No. 6.

FAIRPORT, N. Y., Dec. 16, 1904.

Mr. O. Byron Copper, De Soto, Wis.

DEAR SIR:—We are sending you a copy of the *Mail's* Christmas number by this mail. There is nothing particularly remarkable about it, but we take pride in the fact that we print our own covers instead of buying them, as most papers do. The work on this edition, composition, presswork, and some soliciting for advertisements, was all done inside of three days and a half. We consider the work fairly good for this high pressure speed.

With the compliments of the season, we are, Respectfully yours,

WILL O. GREENE.

The Christmas number of the Monroe County *Mail* reached us in due season, and we should say Editor Greene has a right to take pride in his home-printed cover pages. This one is printed in three colors—red, green and black. The design has for a centerpiece a cut of "Christ Blessing Little Children," printed in black and encompassed by an outlined Christmas tree, jutted with candles, upon a field of bright red, the whole enclosed within a six-point rule in black, forming a panel which occupies the largest portion of the page.

No. 9.

Above this is a smaller panel run in black over the red tint, which contains the title, date, etc. Around these panels, then, is an appropriate border in green, representing clusters of holly, and outside of this is a six-point rule in red, which encompasses the entire page. Withal, this home-printed cover page, while perhaps a trifle glaring in its abundance of bright red, is quite as attractive and wholly as artistic as the ready-printed kind. The presswork and register on the copy before us is good. This special number consists of sixteen pages, including cover. There doesn't seem to be anything special in way of contents, although foreign, national, state, county and local news is given in abundance. One excellent feature, which always adds immensely to the character and quality of any sheet, is a well-conducted editorial page. This edition, exclusive of the cover page, contained ninety columns of space and over 50 per cent of this space is used by the local merchants and business men, in displayed advertising of their Christmas wares, which speaks more flatteringly of them and

their town than could be penned in the same amount of paper by the most brilliant writer. Mr. Greene does not say how many people were employed in getting out this edition, but, in case of a limited force, three days for all the work enumerated in the preceding letter, is indeed "high pressure." Nothing particularly original or artistic is attempted by the ad compositor on this sheet, but all his efforts are strictly clear, well displayed, well balanced effects. We show an unique heading which appears over the local news columns (No. 9).

DELPHOS, OHIO, Dec. 14, 1904.

Mr. O. Byron Copper, De Soto, Wis.

DEAR SIR:—We enclose herewith a sample of a circular letter and folder, which we have just mailed to ladies in this vicinity, whom we believe might use the articles advertised. We should be pleased to hear from you through the NATIONAL PRINTER-JOURNALIST what you think of the idea and the way we have carried it out.

Thanking you in advance for the favor and wishing you a merry Christmas and a happy New Year, I remain, Very respectfully,

CARL A. JETTINGER.

There can be no question that these things rightfully belong to the department of "More Work Through Publicity," where they would have met with the expert opinion of one who makes advertising his business; but, since we have held this matter so long, we will now venture a few remarks ourselves. The four-page folder of soft gray stock is entitled "Just a Reminder," and on the third page there is a pointed talk on the excellent equipment of the *Kleeblatt* office, which is shown up forcibly as one of the best reasons why it merits patronage, since with good materials, good work can be done. This idea of stamping upon the public mind the fact of the printing office's advantages is, in our opinion, an excellent advertising scheme. This folder is in red and black and very neatly executed throughout. We have written somewhat at length in former installments on the importance of print-shop publicity, and we are pleased to see that Brother Jettinger appreciates its importance, too. The circular letter and folder referred to in the above letter were indeed first-class holiday advertising for an office doing the grade of work executed by the *Kleeblatt* Press, namely, engraved and printed visiting cards, society stationery, etc. The letter engraved in a plain vertical text appeared upon regular society stationery with an embossed monogram at the top. It went on to say that "few people give a thought to printing offices when thinking of holiday gifts," notwithstanding that the printer and engraver supply many useful and attractive articles suitable for that purpose. Then attention is called to the accompanying circular, which contained a list of the holiday gifts for 1904, which the *Kleeblatt* Press could furnish. On the second page were the proper sizes for visiting cards for ladies and gentlemen, outlined in music face rule, and furnishing also an excellent opportunity for the exploitation of the different specimens of type faces used in that class of work. On the following page was a complete "stationery etiquette," stating just what is proper for all people on all occasions, closing with the "clincher" that "stationery is correct if you get it from the *Kleeblatt* office." The circular closed with reproduced specimens of alphabets and monograms, together with descriptive matter and prices. We will conclude by repeating that this circular letter and folder looks like a good, thorough advertisement, and we doubt not that many extra jobs resulted from its circulation.

KEWANEE, ILL., Jan. 21, 1905.

Mr. O. Byron Copper, De Soto, Wis.

DEAR SIR:—I am sending you two copies of our daily of this week and also two issues of our weekly. These are taken at random and are only an average of what we are getting out all of the time. I am also enclosing little booklet which we have just issued, and shall be pleased to have your criticism on the whole business. Yours truly,

KEWANEE PTG. & PUB. CO. (WILL CURTIS).

Prior to entering upon a review of these papers it might be well to introduce to the reader a few facts concerning the city of Kewanee, Illinois, and the Daily and Weekly *Star Courier,* gained by a perusal of the booklet mentioned above. The city contains a population of 16,000 souls approximately, and is undoubtedly a progressive and prosperous town. The *Star-Courier* is published from a fine new home of its own, "located on one of the principal streets of the city, and in appointment and arrangement the building is pronounced by experts to be ideal for newspaper work." The paper is printed on a $6,500 Duplex perfecting press with a capacity of 6,500 papers printed, pasted and folded in one hour. The office is equally well supplied with accessories, as the product plainly shows. A battery of two Mergenthaler linotype machines are kept running day and night. Seven individual electric motors furnish power for the presses, paper cutter, wire stitcher, elevator and linotypes. The daily circulation of the *Star-Courier* was, in January 3,250 copies, which, on the established basis of five members in each family, comes pretty near putting one copy daily into each home in Kewanee. The booklet which accompanied these pages is a fine piece of half-tone printing and furnishes one with an accurate idea of the ideal conditions under which the *Star-Courier* is produced, containing seven 5x7 half-tones of the *Star-Courier's* delivery boys, the newspaper press, linotype battery, business office, ad and job composing rooms, and press room. The Daily *Star-Courier* is a clean, neat, unsensational seven-column quarto, fortunate in an excellent news service and good editorial work. It is well printed, well made up and well patronized by local advertisers. The ad compositor has an abundance of good, serviceable material at his disposal, therefore his work is neat, full of force, and readable. He evidently has no time to kill, else does not believe in "killing time," hence his ads are all simple, metropolitan examples. The *Weekly Star-Courier,* with a guaranteed circulation of 1,350 copies, is the same in size as the daily edition, only it is supplemented with a folio ready-printed section, entirely free from advertising matter. The weekly has all the good features noted in our examination of the daily, and we must not fail to commend the keen and wholesome editorial columns. The ads in this retain the same healthy strength and boldness noted in those of the daily, and on the whole we must pronounce this publication one of the best specimens of modern newspaper making with which we have ever been greeted. Our concluding wish is that it may continue to prosper, and apprise this department, from time to time, of its new achievements.

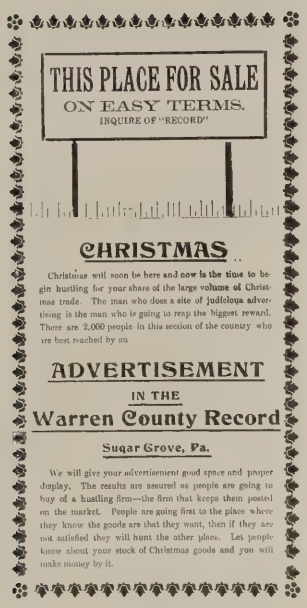
SUGAR GROVE, PA., Dec. 1, 1904.

Mr. O. Byron Copper, De Soto, Wis.

MY DEAR SIR:—The enclosed piece of printing is a proof of an ad that appeared in this week's *Record.* I am sending it to you because it did some good work for us. Before running it in the paper we struck off about 100 copies on the heavy glazed paper and distributed them to prospective advertisers and followed them up with a marked copy of the paper, and received good results from it. I am, Sincerely yours,

GEORGE E. LANGDON.

Editor Langdon is another printer, then, who has found out that it pays even to advertise your advertising space. No. 10 is a reproduction of the ad which "did some good work." Just an ordinary ad it is, too, with some fair advertising talk in it, and rather a bright scheme, but nothing extra as to design and typographical effect. It is a printed thought, however, and thought reduced to type on paper loses none of its subtle hypnotic powers over humanity. It catches the human eye, catches the human mind, and then, if the "suggestion" be good and strong, it catches human patronage which after all was the main objective point.


THIS PLACE FOR SALE
ON EASY TERMS.
INQUIRE OF "RECORD"
CHRISTMAS
Christmas will soon be here and now is the time to begin hustling for your share of the large volume of Christmas trade. The man who does a site of judicious advertising is the man who is going to reap the biggest reward. There are 2,000 people in this section of the county who are best reached by an
ADVERTISEMENT
IN THE
Warren County Record
Sugar Grove, Pa.
We will give your advertisement good space and proper display. The results are assured as people are going to buy of a hustling firm—the firm that keeps them posted on the market. People are going first to the place where they know the goods are that they want, then if they are not satisfied they will hunt the other place. Let people know about your stock of Christmas goods and you will make money by it.

No. 10.

HENDRICKS, MINN., Jan. 6, 1905.

Mr. O. Byron Copper, De Soto, Wis.

DEAR SIR:—Permit me to send a copy of the *Pioneer* to you for your criticism. The *Pioneer* is printed on a Washington hand-press. The work is all done by myself and an apprentice. I take an interest in your department. Yours truly,

C. P. SONNICHSEN.

The Hendricks *Pioneer* is the regulation six-column quarto on ready-prints. On an average the merchants and business men of Hendricks use ten columns of the Pioneer's advertising space, which isn't bad support. The paper's news departments are quite complete and creditable and the editor's work fair, although the somewhat brief, jerky style is not pleasing.

No. 11.

Those who thoroughly understand the manipulation of a Washington handpress can produce printing not equaled by the latter day inventions, and Editor Sonnichsen evidently knows something about it. The *Pioneer* is in its sixth volume and it is rather a surprise that its publisher has not yet reached that stage of prosperity admitting of the installation of a more modern printing machine. If Mr. Sonnichsen has been a regular reader of this department for any length of time, he must anticipate our condemnation of those displayed advertisements on the first page. Now, don't ask despairingly, "How can they be removed?" Remember that "Where there's a will, there's a way"—something all of us printers have had demonstrated more than once. Neither do we commend the practice of running ads adjacent to each other without advertising rules between them. The *Pioneer's* makeup is neat and correct and its advertisement composition of that quality which cannot be "roasted." This (No. 11) is an ad something on the "Bowman order," and we think quite superior to the ordinary in its artistic simplicity. To have set the three lines in Bold Roman, thus:

STOCK IS LARGER
AND BETTER THAN EVER BEFORE
COME IN AND SEE

and then have allowed less space between the two last lines would have been the means of greatly improving the whole design. The work of getting out such a paper as the *Pioneer* is a handful for one man and an apprentice, indeed, despite the fact that some plate is used.

COLLEGEVILLE, MINN., Dec. 3, 1904.

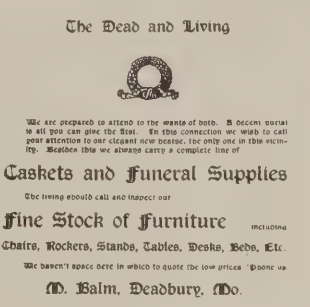
Mr. O. Byron Copper, De Soto, Wis.

DEAR SIR:—Many thanks for the good advices given me in the N. P.-J. When I saw the criticisms about my "attempt" in Ad Contest No. 2, I felt as a "little god in France." At present, however, I am an unhappy man. Through my own negligence I failed to see the announcement of Ad Contest No. 3, and when at last I stumbled over it, it was exactly Nov. 30. You may imagine my chagrin and how often I pulled both my ears. Since there was heard a soft murmur about "not one ad without a border," I submit such an unhappy borderless creature. If impossible to let these ads play their part in contest, kindly criticise same in your esteemed column. If this can't be done, let them land in any waste-basket 'round your neighborhood.

Wishing you and the N. P.-J. all possible success, Respectfully,

A. NADOLSKI.

This is another matter which circumstances quite beyond our control have prevented us attending to before now. It is always a pleasure to us to learn that we have, in a small way, been able to benefit our fellow craftsmen, and we are sorry, too, that compositor Nadolski missed our last ad-setting contest. His contributions (Nos. 12 and 13) however, will now


The Dead and Living
We are prepared to attend to the wants of both. A decent burial is all you can give the first. In this connection we wish to call your attention to our elegant new hearse, the only one in this vicinity. Besides this we always carry a complete line of
Caskets and Funeral Supplies
The living should call and inspect our
Fine Stock of Furniture
including
Chairs, Rockers, Stands, Tables, Desks, Beds, Etc.
We haven't space here in which to quote the low prices Phone us
M. Balm, Deadbury, Mo.

No. 12.

THE DEAD AND LIVING
WE ARE PREPARED TO ATTEND TO THE WANTS OF BOTH
A decent burial is all you can give the first
In this connection we wish to call your attention to our elegant new hearse the only one in this vicinity Besides this we always carry
A COMPLETE LIST OF CASKETS AND FUNERAL SUPPLIES
The living should call and inspect our
FINE STOCK OF FURNITURE
including Chairs, Rockers, Stands, Tables Desks, Beds, Etc We haven't space here in which to quote the low prices Phone us
M. BALM, DEADBURY, MISSOURI

No. 13.

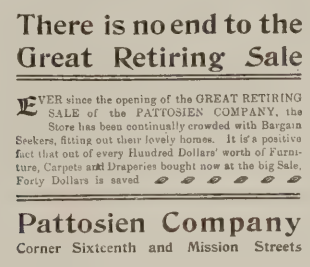
be considered thoroughly, that his efforts may not be counted as lost. Here is the score according to our Standard of Perfection:

STANDARD SCORE.

Ad Number	12	13	20	21	22
Design	5	8	10	10	10
Display	9	7	9	9½	10
Typography	9	9	10	9½	9½
White Space	9	10	10	10	10
Artistic Treatment	7	8	10	10	10
Harmony	10	10	10	9½	10
Economy	10	9	10	8½	9
Legibility	7	10	10	9½	9½
Originality	7	6	9½	9½	10
Details	8	8	9½	9	9
Total	81	85	98	95	97

In design, No. 12, we find, is chiefly defective, with its present styles, in the fact of its lack of a border (as our friend, Roy B. Child, of Florida, recommends). There is just one style of composition which we can "stomach" at all borderless, and that is the flush, or squared, style. (No. 14.) If, however, it is thought impracticable to make all lines full, as in this example, by all means in setting a borderless ad, see to it that at least the top and bottom lines are flush. No ad could well be more economically composed than is this No. 12, and the whole thing is strictly harmonious, therefore we have accorded it the mark of perfection in these two branches. Only slight cuts have been made in display, typography and white space, for, while we have always heartily condemned texts as advertisement letters, yet in this particular instance we can

see its appropriateness. This specimen gets its heavy cuts in artistic treatment, originality and legibility, and the deficiency in these branches is easily discerned. The failure to have centered all individual lines and masses accounts for the cut of two points in details. Unlike Specimen No. 12, No. 13's "strength lies not in its weakness," for its weakness of display is its greatest fault. There is nothing especially praise-exciting in its design, either, although this is not so bad. Typography is good, and white space excellent. The ad is not bad as to artistic treatment and it is perfectly harmonious, the types and border agreeing well. No extravagance of time or material is suggested and the whole thing is most easily read, hence both economy and legibility get flattering marks.


There is no end to the
Great Retiring Sale
EVER since the opening of the GREAT RETIRING SALE of the PATTOSIEN COMPANY, the Store has been continually crowded with Bargain Seekers, fitting out their lovely homes. It is a positive fact that out of every Hundred Dollars' worth of Furniture, Carpets and Draperies bought now at the big Sale, Forty Dollars is saved
Pattosien Company
Corner Sixteenth and Mission Streets

No .14.

Originality does not play a prominent part in this design, still we have given it all the benefits of the possible doubt, and credited it with six points. The omission of several punctuation points, where their appearance is necessary to the sense, and the substitution of the world "list" for "line," necessitates a cut in details. We have previously intimated the weakness of the display and wish to strengthen the remark by a repetition. How much better this specimen, No. 13, would have looked, and how much more valuable it would have been as an advertisement, had the principal displayed lines appeared in a blacker, bolder and even a larger face!

NECHE, N. D., Dec. 24, 1904.

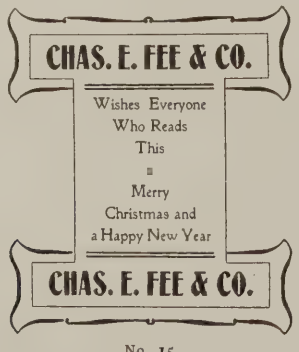
Mr. O. Byron Copper, De Soto, Wis.

DEAR SIR:—I am sending you a copy of today's issue of the *Chronotype* for criticism in your department of the NATIONAL PRINTER-JOURNALIST.

I wish you a most merry Christmas and a happy and prosperous New Year. Yours truly,

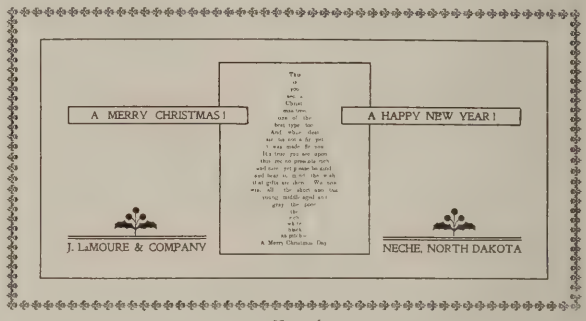
REX H. LAMPMAN.

This is rather a late date for the acknowledgment of Christmas and New Year wishes, nevertheless that's what we offer you now, Brother Lampman. This copy of the *Chronotype* was a pleasure to scrutinize. Copious evidences of an artist's hands beamed out upon us from every page. Everything about this sheet is just about right. To be sure, there



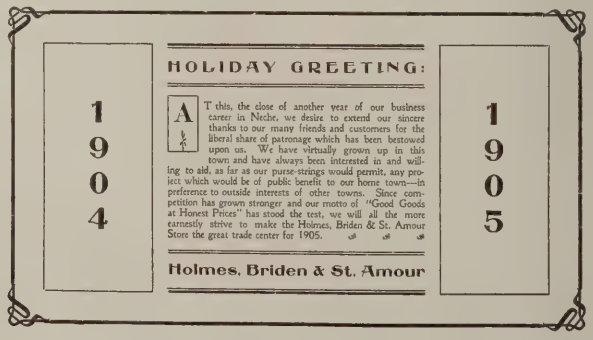
No. 15.

is displayed advertising matter on the introductory page, but even that is æsthetic in this instance, since the displayed matter in the *Chronotype* is more than an ordinary ad—it is really an ornament to the page. One can see that those who get up this paper "love their work," if such a thing be possible. There is a breeziness—a brightness—a freshness—about the Neche *Chronotype* that is enviable. Even the name is pleasing and out of the ordinary. The contents are first class and the editorial work "bully." Press work and makeup measure up to high standards and the ad composition, as models of high art and masterful workmanship are difficult to excel. (Nos. 15, 16 and 17.) Who ever saw a more perfect type picture than is represented in exhibit No. 15? What more suggestive design could be conceived? An hour glass, suggesting fleeting time—a New Year's wish—the old passing out—the new



No. 16.

gliding in. Look, then, at Example No. 16. Another veritable picture, equally appropriate, fully as suggestive, scoring, no doubt, a hundred points. But, in vain do we mortals look for perfection—even in the typographical productions of the *Chronotype* compositor! No. 17 proves his Waterloo, as it were, and brings down upon his head the first uncomplimentary comment from the critic. Everything in the main is all right—everything but the initial, which is too high and too far away from the type. Too bad that such little things practically spoil an otherwise handsome result. Another commendable feature (or is it commendable?) which we observe in this paper is the use of poems, neatly and conspicuously framed in central positions of the pages. One is by Rex H. Lampman himself, entitled "Peace on Earth"—very good and quite seasonable. Somewhat defective, metrically, in places, but so is that of some of the old masters. We like poetry, but the question arises again, "Is its use in country papers commendable?" Now, we believe it all depends upon the community to which the sheet is catering. Original poetry, written by the editor himself, if he be poetically inclined, or by really talented local bards or bardesses, in any community is certainly more or less appreciated by a large per cent of the readers; but there is an unpleasant experience liable to arise from its use, which is, that the editor may, in a short time, be pestered to death with "poems" written and submitted *for*


1904
HOLIDAY GREETING:
AT this, the close of another year of our business career in Neche, we desire to extend our sincere thanks to our many friends and customers for the liberal share of patronage which has been bestowed upon us. We have virtually grown up in this town and have always been interested in and willing to aid, as far as our purse-strings would permit, any project which would be of public benefit to our home town—in preference to outside interests of other towns. Since competition has grown stronger and our motto of "Good Goods at Honest Prices" has stood the test, we will all the more earnestly strive to make the Holmes, Briden & St. Amour Store the great trade center for 1905.
Holmes, Briden & St. Amour
1905

No. 17.

publication—not for the editor's consideration, mind you—by people illiterate, ignorant, untalented—destitute in fact of e'en the primary rudiments of prosody. These manuscripts may be decidedly distasteful to the well-meaning pen-pusher.

but the ignorant old duffers who submit them are subscribers—good subscribers, too. The country editor, therefore, cannot exercise his prerogative with immunity, as can the more fortunate scribe further up the ladder of editorial importance. This is the dilemma which confronts him: If he accept the manuscript he is assured of the would-be poet's support and subscription for life, together with his everlasting friendship; but, if he reject it, all this will be lost—and where is the country editor who can afford to throw away a subscriber, or sacrifice a friend?

OAKLAND, CALIF., Jan. 21, 1905.

O. Byron Copper, De Soto, Wis.

DEAR SIR:—Please find under separate cover ad specimens of mine from the *Enquirer*. I would send you a paper instead of the enclosed clipping, but the stereotyper got hurt and the new ones put the plates on the "bum" and I am ashamed of the result.

I feel indeed complimented by such flattering remarks in the N. P.-J. and the *Enquirer*, which have stimulated me to a greater effort each day, you criticised my ad very fairly, as indeed you did all the others. I heartily agree with you that the last specimens were much superior in every respect than former ones.

The ad specimens I send you are nothing out of the ordinary—just the general run of work we do here. They are all rush jobs. If you care to criticise them, all right; if not, all right.

What I desired to state in my other letter, but knowing you would be rushed, was this:

I see quite often the case where the first three or four words of a sentence are used as a display line, and then follows the next word, with an initial letter.

Then another case is taking part of a sentence and putting it in a panel. My idea is that only complete thoughts or sentences should be panelled. I don't always observe the rule, but strictly speaking, and technically, I am against it. I thank you for your kind criticism and may you and the N. P.-J. prosper. Sincerely yours,

1367 11th St. W. H. HOOKER.

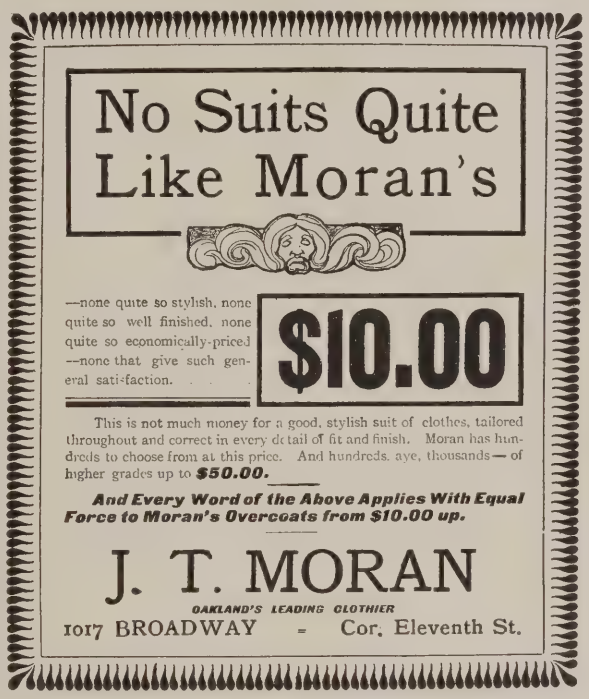
P. S.—Since writing you concerning the initial I see that your co-worker, Mr. A. V. Fitzgerald, answers it exactly. W. H. H.

Accompanying this letter and the ads was a clipping from the *Enquirer*—a complete quotation of our review of Mr. Hooker's contribution to our late ad-setting contest and various original complimentary remarks anent their ad man's skill, all of which we are sure he quite deserves. It is gratifying to note the modern trend of employers toward giving their employes public praise. It is, too, one of the most sensible things that could be done, as it stimulates the workman to more earnest efforts, and thereby the benefit returns at last to the employer. We are glad that Mr. Hooker was satisfied with the judgments rendered in Contest No. 3, and assure him that it ever has been, and ever will be, the primary aim and object of this department, to benefit, if possible, with earnest, impartial reviews, in which both good and bad

BRING $6 AND HAVE
A PIANO SENT HOME
New pianos—guaranteed by us — sold on these terms on our new rent contract plan—investigate
Sherman, Clay & Co.
Broadway at 13th, Oakland

No. 18.

features are considered, as we believe it is only thus that justice can be done; for a critique given solely to the citation and deprecation of blunders and errors, is not superlatively elevating any more than is one which is devoted wholly to extolling the laudable points, without regard to mistakes. Most assuredly, Brother Hooker, will we criticise the ad specimens which you send us; that's what we're here for—and as some printer said—"not by chance, but by choice." Of course, what you get is but the individual opinions of a worker like yourself, whose fingers that pen these words are not, by any means, strangers to ink and print-shop dust; and who, we are free to confess, could possibly learn a great many things from those who patronize these columns, just as they may possibly learn from the few remarks which we reproduce here each month. You know what the sainted Lincoln said: "I don't think much of a man who does not know more today than he did yesterday." These remarks of ours, however, are backed up by a few year's of experience and a whole lot of hard study—and that reminds us of something our learned Chief says in his February "Editorial Notes and Points:" "People like to know of the people whose writings they read," which is merely human. Therefore, if we can get everything "cleaned up" in this installment, next month we may inflict upon our faithful readers a bit of personality, which we hope to make acceptable. But our introduction grows too lengthy, hence, to the ads—to the ads! If specimens Nos. 18 and 19 are not specially selected, but merely represent "the general run of work" on the *Enquirer*, then that publication's displayed columns are all right. No. 18 we consider a very neat specimen, but we cannot say that the inversion of the double rule at the bottom improved matters at all, in this instance. We have spoken elsewhere concerning this practice of turning rules upside down, and we wish to supplement those remarks with the statement that in some cases (e. g., where two rules are run over and under a central isolated mass, and very near the type), the lower rule may properly be inverted. And this is just about the only fault we have with specimen 19. There should, however, in this example, have been more white space intervening between the type and the panelled piece to the right. The whole is beautifully designed, especially well displayed, and neatly spaced and whited out. The rules extending up to the ornament used as a tailpiece in the upper panel should have joined with that ornament, if possible. If it were mounted on a wood base, then the shoulder should have been cut away sufficiently to admit of closer proximity between cut


No Suits Quite Like Moran's
—none quite so stylish, none quite so well finished, none quite so economically-priced —none that give such general satisfaction.
$10.00
This is not much money for a good, stylish suit of clothes, tailored throughout and correct in every detail of fit and finish. Moran has hundreds to choose from at this price. And hundreds, aye, thousands — of higher grades up to $50.00.
And Every Word of the Above Applies With Equal Force to Moran's Overcoats from $10.00 up.
J. T. MORAN
OAKLAND'S LEADING CLOTHIER
1017 BROADWAY - Cor. Eleventh St.

No. 19.

and rules. These small matters, perhaps, do not count for much in ad composition, but one cannot be too neat and careful in anything. We fully endorse the sentiment about panels, as voiced in the foregoing missive and in Brother Fitzgerald's January department, although, like Compositor Hooker, we must plead guilty to occasional violations.

We have another letter from friend Hooker, of later date, which we quote as follows:

OAKLAND, CAL., Jan. 27, 1905.

Mr. O. Byron Copper, De Soto, Wis.

DEAR SIR:—Please find enclosed three proofs of an ad set in our office, by myself and two other ad men. If not asking too much of you, would like for you to give short criticism of each and grade them as to points. Would be pleased to hear from you by correspondence at your earliest convenience. I wish to thank you for your good words in the N. P.-J., about my "M. Balm" ad. Very truly yours,

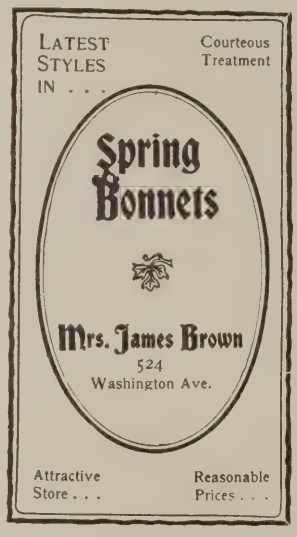
W. H. HOOKER.

Compositor Hooker has come at this in the proper way, having left no mark on either one of these examples to denote by whom it was created, thus leaving us at liberty to go ahead with our judgment unprejudiced. And with these three specimens (Nos. 20, 21 and 22) which at a glance are almost equal in excellence, he sets for us by no means an easy task—but a pleasant one, however. By reference to the foregoing standard score, the strong, as well as the weak, points of these ads, and their relative goodness, may readily be ascertained. These scores of 95 points for No. 21, 97 points for No. 22 and 98 points for No. 20, are based on the following conclusions:

No. 20.

No. 20—We have considered this exhibit perfect in seven branches, as indicated in the score. The design is neat and simple; the type plain and easily read; the white space tastefully and abundantly distributed; artistic treatment strong; harmony absolute, and the whole scheme perfectly economical. In cutting for defects, we found it necessary to deduct but two points. First, the display is a trifle weak, it being much better to have set "Spring Bonnets" in a size larger type, even if a more condensed face were necessarily employed. The design lacks a trifle of being strictly original in the true sense of that term—but, for that matter, "there's nothing new under the sun," anyway. It seems to us that the periods at either side of the line at the top are superfluous, hence the half point out in details. Technically this is at least a point the best specimen in the trio.

No. 21—This example's extreme virtues are its unique design, exemplary "high lights" and æsthetic arrangement. The display is somewhat stronger than that of No. 20, yet it is scarcely perfect, and the use of this text-like letter (strange how these names of different type faces escape occasionally from a fellow's memory!) with the old style Roman can hardly be said to give a perfect typographical effect, and also causes similar small cuts in harmony and legibility. We consider this design about equal with No. 20 in point of originality, lacking but a trifle of excellence. But once in our lives were we called upon to set type matter within a brass rule oval, and that one experience taught us that there is little economy connected with it, and we presume that was what was employed in this specimen, hence the deduction in that respect. As to details we believe better balance, and a more finished aspect would have resulted had "Latest Styles in" occupied but two lines and of the same size Roman as that appearing in each corner. The shorter lines in these squibs should have been centered under the longer ones, to give the best effect, and the address within the lower portion of the oval might have appeared better in three lines, with "Ave." centered below "Washington."



No. 21.

No. 22.

No. 22—We should at a casual glance have chosen this specimen as the best of the trio, and even placed under the "X-Rayish" influence of our Standard of Perfection, it falls but one point short of being as good as the best—No. 20. This Bradley text, or whatever it is, is just a trifle less legible than Roman, hence the small out on typography, and the delicate rule work and panelling necessitates a heavier cut for enonomy. We have already alluded to the slight illegibility of this particular letter, which causes the half-point deduction on legibility. As to details, the paramount defect in this example was the failure to have centered all shorter lines under or over the longer ones. This ad, you will note, is composed throughout of "couplets," and just imagine how much more pleasing and better balanced these would have appeared if arranged as suggested above—"prices" centered under "reasonable," "store" under "attractive," and "spring" centered over "Bonnets." Unless we had a proof for comparison we could not say definitely whether or not it would have improved this design to have omitted the three vertical pendants, leaving a trifle less space between the last two lines and have placed a three and one-point rule just over them with eight or ten points space intervening. The ad, in excellence of display and originality exceeds that of the other two; and it is considered perfect also as regards design, white space and harmony. In conclusion it must be added that these "triplets" are each and all high-grade productions, which speaks well for the California *Enquirer's* ad men who have competed in this "three-handed, home-made" contest of their own. No doubt,

Brother Hooker, but that correspondence between you and ourselves would result in much mutual pleasure and profit, but unfortunately our time is so thoroughly taken up with every-day duties, that we find it quite impracticable—if not impossible—to correspond even with our own relation, hence several such courteous invitations as yours are reluctantly—but necessarily—"turned down." We wish you success, however, and will be pleased to hear from you at any time.

COLLEGE VIEW, NEB., Feb. 7, 1905.

Mr. O. Byron Copper, De Soto, Wis.

DEAR SIR:—I send you, under separate cover, copy of two new publications that began to sway the world (?) Jan. 1, 1905. We are responsible for the printing and typography and that's all. Any criticism will be acceptable. Your department in the N. P.-J. is of great benefit to us. Yours sincerely,

UNION COLLEGE PRESS (M. E. ELLIS, MGR.).

Very sorry, Mr. Ellis, that we cannot brag much on these magazines, typographically. It seems that your compositors lack taste and modern ideas, for in the main the material is worthy of better results. However, in some instances neat effects are produced, for example, the cover page of *The Educational Messenger* of the issue of January 15th, ult., is neat and tasty, as is also the "Hallett" ad in the same publication, which, by the way, is the only displayed product worth praising. Presswork on both publications is good and the general styles, headings, makeup, etc., are usually neat and all right. We note a general change in the *Messenger* between the issues of January 1st and the 15th, and must say the latter edition is much the better, although we rather like the plan of initial letters on long articles, as in the former. We trust this changing of styles is not practiced regularly in the publication of this magazine, for it would seem proper to choose a plain, neat style of typography and maintain it throughout the year at least. We were pained to observe some uneven spacing in several of the heads in *The Western Horizon,* and would discuss further the interesting subject of getting out a magazine, typographically right, but noting the length of these columns and the yet huge pile of periodicals beside us, to curtail our remarks seems incumbent.

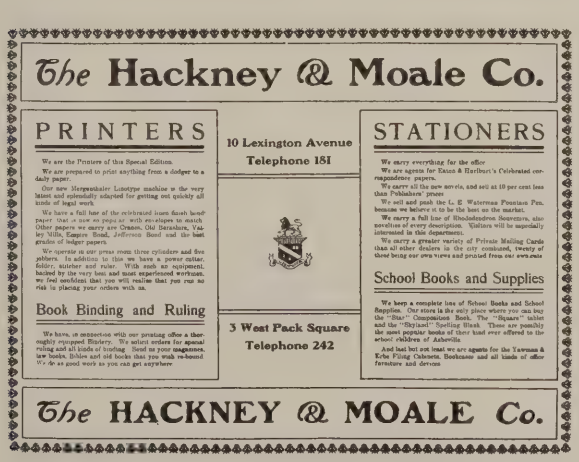
ASHVILLE, N. C., Feb. 6, 1905.

Mr. O. Byron Copper, De Soto, Wis.

DEAR SIR:—Enclosed you will find a couple of proofs of ads of my recent composition, which I wish you to criticise. The large half-page ad of Hackney & Moale Co., was for a special edition of a local paper, and we always set our own ads.

I was well pleased with the result of Ad Setting Contest No. 3, and will make an effort to land first place in contest No. 4. As ever, Fraternally yours,

H. C. HULL.



No. 23.

Dear Mr. Hull, we cannot criticise these ads—not adversely, at least. The large half-page Hackney & Moale ad (No. 23) is "just about as good as we could have done ourselves," which ought to be encouraging to one anticipating a fourth ad-setting contest. There are just two little suggestions which we might offer: The addresses and telephone numbers should have occupied a central position between the head and tail panels and the parallel rules above and below the centerpiece; and we do not like the "Co." in the Plymouth Italic, in the last line. Otherwise the ad is a beauty!

Filipino Freeman, Igorrote Center, P. I.—This is evidently an advertising joke perpetrated by the Inland Type Foundry of St. Louis, as a means of exploiting their various excellent faces for display and straight matter. The folio is dated "Sunday morning, 1904," contains many laughable articles, and its ads are rich burlesques. There is a long article anent "The *Freeman's* New Dress," which, it says, has been imported from the Inland at St. Louis, with an impended regret that the illustrations are not equally up-to-date. And those cuts would "make a dog laugh!" They are all built "a la Filipino," and figure conspicuously in both the "news columns" and the ads. One ad which struck us as most funny was the parody on the Victor Talking Machine trade mark. A homely stub-tailed canine sits gazing dejectedly at an ungainly bottle of "Head Hunter Rye" and beneath the picture are these words: "His Master's Vice." "Cascaroots—they ferment while you snooze," "Ebony Soap—it sinks," "Pale Pills for Pantless People." are a few of the ad-burlesques. If this is, as we have taken it, an advertising scheme, it may have been a good one, although we believe that a more serious effort in the shape of a newspaper, correct in every detail, and, say, replete throughout with information of importance to the printing craft, together, perhaps, with selected gems and proverbs and a number of ads set after the highest grade styles, would have been a far more perfect advertising vehicle.

White River Journal, Kent, Wash.—This weekly is published every Saturday, on good calandered stock, by O. M. Moore, editor and proprietor. It is rather an original and commendable publication. The columns differ in width—some being thirteen and others twenty ems. No column rules are used, and withal the *Journal* resembles more nearly a maga-

No. 24.

zine than a newspaper, although it is in reality a weekly newspaper. There are brains, enterprise and a thorough knowledge of modern ideas manifested in this sheet, and all mechanical departments savor of that "excellence which is Washington." Half-tone illustrations render the bright pages brighter, and in one issue where a large shipment of cream is recorded, the compositor has been called upon to illustrate the event, as shown in reproduction No. 24. This sheet is loyal to its home, democratic in politics and is worthy of success.

Enterprise, Elsmore, Kan.—Foreman H. F. Broadbent sends us a copy of this representative of Allen county. It is a five-column folio, with full page insert, printed from plates. Can see no excuse for the displayed matter on front page, however; a great deal of care and neatness in the make-up is conspicuous. The practice of beginning each column with a sub-headed head is bad form. Every other column begun with a heading is the better way. Press work is good, and ad composition fair, news features complete and editorial work praiseworthy in its staunchness. Jesse P. Decker is editor and proprietor.

Register, Stanton, Neb.—A cute little four-column octavo, about which, with the exception of contents and the clean front page, unfortunately, there isn't much to brag. The use of so many different faces in the dress merits imprecatory comment. The presswork is uneven, some pages being heavy, others faint, and the ad composition unmistakably shows evidences of carelessness. Little pages like these ought to be the easiest things in the world to make look handsome, notwithstanding there is a deplorable lack of artistic treatment about some of these. For instance, in the introductory page, the intermingling of the Cushing Old Style, or Monitone, with the Modern Roman face, is unadvisable and must certainly prove a nuisance in distribution; and the heading, "Local," within the box-heading of two different faces of rule and one end knocked in several points, are some of the evidences of slovenliness which prevent perfection. Make up the page exclusively of one type face and place a neat nonpareil border around the department heading, for which a longer caption—"News of the Week," or something like that—should be chosen and set in a smaller, neater face, say twelve-point Jenson caps. These are all the remarks we have room for this month, but if the *Register's* mechanical force will brush up their gray matter and study the pages of their paper closely, they will discover their errors, and, by incorporating suggestions offered regularly in the trade journals, finally be fully able to overcome them all and produce one of the neatest little weeklies in the state of Nebraska.

Star, Owensville, Ind.—This department has been favored with two copies of this periodical, which possesses several praiseworthy features. The regular edition consists of a five-column quarto, has a good news service, and a fair advertising patronage. Editorial work reflects credit upon Editor and Publisher James P. Cox, and his associate, J. R. Strickland. Presswork is excellent and ad composition very attractive. Makeup is all right. In the issue of Nov. 5 we note many unique displayed ads, occupying spaces of from three-inch-double up to a full half-page and all reading, "Vote for So-and-so for this office, and So-and-So for that," which is an excellent thing, as all men who believe in typographical suggestion and mental photography will admit. And these ads, set, for instance, in eight and twelve-line letters, furnish a forceful hint, and show, at least, that the candidate appreciates the value of printers' ink. Heads, when they are followed by pyramid sub-heads, look better if made to occupy a full line, especially where a large, bold, condensed letter is employed, as in this sheet.

The Pocatello (Idaho) *Advance,* Washington (N. J.) *Star,* Bronx Borough *Record and Times,* Tri-County (Bussey, Ia.) Press, Carrollton (Ill.) *Patriot,* Chinook (Mont.) *Opinion,* Springview (Neb.) *Herald* and The Thief River Falls (Minn.) *Review* were among those live, progressive and enterprising publications which came out with special holiday editions, last Christmas time, and honored this department with sample copies. The Tri-County *Press* consists of a quarto and folio section of the regular six-column size, enclosed within an enameled cream cover, with a tasty type cover page in red and green—strictly home-made. Another home-made product is the Christmas edition of The Thief River Falls *Review,* consisting of three six-column quarto sections, on good white stock, illuminated in green and red, and a four-column quarto section of pink stock. We haven't space to venture a complete review of the excellent contents, the enormous amount of advertising, and the high-grade treatment accorded every department—it would all be a long string of praise, anyhow. The Springview *Herald's* Christmas number was bound in a heavy cover of white, printed in black from an electro. The presswork appeared defective but contents and advertisement composition merit commendation. The Washington *Star* and Chinook *Opinion* both wore beautiful lithographed covers, that of the former being especially handsome. The contents and typographical aspect of both these papers are immaculate, and to do them justice by way of description and review would require a volume. The holiday issue of the Pocatello *Advance* was also attired in picturesque colored cover, and was equally commendable as to contents and mechanical get-up. The Carrollton *Patriot* and Bronx Borough *Record and Times* were gotten out more on the magazine style, as fully described in our last month's installment. Their excellence could not be exaggerated, and we only regret that we have not an entire National Printer-Journalist in which to review them. The *Patriot* is entirely a product of the "home-office" and in itself is a great compliment to that establishment, as indeed is also this edition of the *Record and Times* a compliment to its creators and The Bedell Press, of New York City. The latter is a poetical number, each lefthand page containing a seasonable poem, while the page on the right holds the ads—all high-grade specimens, typographically. The cover design of the *Record and Times* is artistically made up of half-tone reproductions of Bronx local views, while that of the *Patriot* is very unique—being a large group of babies—half-tone reproductions of real photographs. Down in the right-hand corner is an expectant little male trio waiting for Santa, no doubt, while in the center of the page within a red circle, eight inches in diameter, is the main group. At the "northwest" corner of the sphere one little boy with his back toward you penetrates the circle, and stretching away up between the two words of the paper's title is another group of little ones. This number of the *Patriot* fitly dedicates a new dress of Century Expanded, which is now being used in the regular editions of this progressive publication.

Following is a list of the papers which have been received, and which will be given notice in our next installment: *North Star,* New Richland, Minn.; *Herald,* Harvard, Ill.; *Kansan,* Concordia, Kan.; *Times,* Canal Winchester, Ohio; *Enterprise,* Waxahachie, Tex.; *Evening Sentinel,* Sedalia, Mo.; *Messenger,* Neponset, Ill.; *Nonpareil,* Central City, Neb.; *Frontier,* O'Neill, Neb.; *Teller,* Lewiston, Idaho; *Evening Tribune,* Fremont, Neb.; *Daily Gazette,* Stillwater, Minn.; *Breeze,* Bolivar, N. Y.; *Sunbeam,* Wood River, Neb. Patrons will kindly examine this list and, if their publication is not included herein, they will know that, if they sent us a copy thereof, same has become lost in its transmission through the mails, in which event another copy should be forwarded. Furthermore, should the contributors of any of the above-listed publications desire that a later edition should be reviewed, they are at perfect liberty to mail us another copy.

O. Byron Copper.

This necessity of great publicity may not have existed in new, sparsely-settled, simply-conducted States, with few industries conducted wholly by individuals who knew and dealt personally one with the other, but in a populous Nation with complex business agencies, it has become indispensable.

Next to protection of the people as to officials and expenditures, comes matters touching sanitation and education. We believe in a law that requires the publication of the ingredients of every so-called medicine that is offered on the market. This should extend also to foods and liquors.

THE PLACE OF

THE TWENTIETH ANNUAL CONVENTION

THE NATIONAL EDITORIAL ASSOCIATION

JUNE 6-7-8, 1905.

A VISIT BY THE EDITOR.

IT WAS on January 18th that the editor of this paper reached Guthrie, Okla., by the Santa Fe Railway. That the city proved a pleasing surprise will be fully realized by all who view the illustrations contained in this article. These halftones are from excellent photographs and tell most truthfully of the wonderful accomplishments in a city that is only fifteen years old. In handsome residences, public buildings and business blocks, there are many prosperous cities of equal and even greater population fifty years old that cannot present the like. The location is on high rolling land commanding splendid views and furnishing many sightly locations for beautiful homes, schools, churches, library and other public buildings.

It is beautiful for situation and what the architect and builder have added is well exemplified in our illustrations. Guthrie received her first citizens April 22, 1889. All before this was undisturbed nature, with hills and vales, prairies and streams rejoicing in the wild beauty with which they came from the formative, modeling Hand of the Creator. Today elegant homes for which Guthrie is already famous, temples and schools, business houses and factories, cover the beautiful sites, adding life and all the humanities to the beauties furnished by nature.

During our visit to Guthrie the legislature was in session and attendance on a banquet given by the Governor to the members, and a visit to King Fisher with the Territorial Officers and Legislators and other prominent citizens and participating in a banquet, and speeches in honor of the completion of the raising of the first hundred thousand dollars endowment for the King Fisher College, afforded excellent opportunities to meet, and to learn the views of, the leading men from all over the Territory who are laying the foundations of this new commonwealth. These foundations are being laid deep in education and intelligence, and these men, from every part of the Territory, bore testimony to the rapid advancement in all the schools everywhere, from the common to the High and Normal Schools and the State University and the Agricultural and Mechanical College. At the Governor's banquet the representatives from every section gave abundant testimony as to the resources and advantages and rapid progress of every section.

At the King Fisher College banquet, spread in the auditorium room of one of the three college buildings—the Secretary of the Territory who has charge of the Public School Lands, the Superintendent of Public Instruction, the United States Attorney of the Territory, leading educators and divines bore evidence as to the high ideals and hopes of the people.

Every State of the Union is represented in Oklahoma by enterprising, intelligent citizens. The King Fisher College is a Congregational school, the foundations of which were laid at the very commencement of settlement through the zeal of Rev. Parker, a missionary and minister, ably seconded by others, and that this institution has been built up, supported and endowed by private subscriptions and enterprise, speaks volumes for the wise public spirit of the citizens, and this is but one among other such colleges, notably the Epworth College at Oklahoma City, in which both the M. E. Church South and North have aided. "May this school be a harbinger of the reuniting of that great denomination, which certainly should not much longer be divided by sectional lines. Besides these, there are the Oklahoma Baptist College at Blackwell, and Oklahoma Presbyterian Academy at New Kirk, and a private Military Academy at Oklahoma City.

But the Territorial institutions are the especial care and pride of the people.

Opera House and Hotel Royal.

Place of Meeting and Headquarters N. E. A., June 6-7-8, 1905.

The State institutions are controlled by boards appointed by the Governor. They consist of the University at Norman, the Agricultural and Mechanical College at Stillwater, the Central State Normal at Edmond, the Northwestern State Normal at Alva, the Southwestern State Normal at Weatherford, the University Preparatory School at Tonkawa, and the Colored Agricultural and Normal University at Langston.

The course of study is so arranged that the pupil may begin his education in the most distant district school and may graduate at any State institution. The last legislature made provision for the establishment of kindergartens in the cities of the first class.

The secondary schools of the Territory consist of the University Preparatory School at Tonkawa, the preparatory school in connection with the University, the Agricultural and Mechanical college at Stillwater, the normal schools, the Logan County high school, and about forty high schools in various cities. These schools are quite up to the standard. Most of them offer a four-year course which articulates with Eastern universities. The past year has observed a marked development in the number and efficiency of schools offering courses in secondary education.

We give this resumé of the schools from the excellent report of School Superintendent L. W. Baxter, first, as indicating the great progress made.

It would be pleasing to dwell at some length on each of the Territorial institutions, but only two illustrations can be given of their efficiency and designs. In speaking of the Central Normal School the Governor says in his message to the Legislature, on January 10th, 1905:

The total enrollment for 1903-1904, including normal and training department, was 852.

At the beginning of the present term, steps were taken to establish a manual training department.

In speaking of the Agricultural College, he said:

The Agricultural and Mechanical College of Oklahoma, while not neglecting the culture features of education, makes a special effort to qualify students to *do things* in life, and emphasizes the demands of the day for an industrial education.

An education which does not contemplate the practical things is incomplete.

The student should not only be taught to *think*, but should be taught to *do*.

More prominently than ever before, the requirements of existing conditions point to this idea as a distinctive feature in our educational work.

From the report of Director John Fields we find that the agricultural experiment station covers a wide field of useful and practical work. Its great importance to the farmers is strikingly established by the fact that only one other experimental station in the United States exceeds that of this station, in this new Territory, in the amount of correspondence through which the farmers are kept fully informed. In many Territorial institutions many of the students work their way through, taking the complete courses of study, by teaching and other employment.

The University of Oklahoma has the following buildings, all heated by steam: University Hall, Science Hall, Library, Gymnasium, a Women's Gymnasium, Workshops, Anatomical laboratory and heating plant; but what interested us most was a statement as to the grounds, as indicating the kind of improvements being made elsewhere throughout the Territory:

The University campus, comprising 60 acres, lies at a slight elevation overlooking the surrounding country, one mile south of the business portion of the town. The grounds have been divided into six quadrangular plots, with drives. Four of these quadrangles will be given over to the buildings, one to athletics, and one is unassigned at present. In each square the buildings will be grouped eventually around an open court.

Eleven years ago the boulevard was set out in elm trees. From the first they made remarkable growth and are now of a size to make the drive one of the most attractive in Oklahoma. Since then other large plantings have been made, for the most part elm and ash trees. During the present season it is proposed to continue the work by planting 5,000 elm, pecan, persimmon, cedar, and other trees, together with shrubs and hedges. It is the desire of the University management to make the grounds as attractive as possible in themselves, as well as a fit setting for the buildings.

The unity of purpose manifested by all, as we visited the different Territorial offices at Guthrie, and the wise zeal everywhere apparent were most pleasing as giving promise of the greater things in the future. We were particularly interested in the work of the Board of Agriculture, where there are such varied and inexhaustable agricultural resources—in a land where all crops, from cotton to wheat, thrive and yield an unsurpassed abundance and all varieties of fruits and vegetables flourish.

This Board, besides doing an independent work, holding farmers' institutes, collecting an agricultural library, sending out information on soils, grains, grasses, irrigation, drainage and all other farm matters, actively aids and forwards all existing agricultural and horticultural societies.

It was, however, in the Governor's report to the Secretary of the Interior, and in his annual message to the Legislature that we found an inexhaustable fund of information.

Governor Ferguson's able report naturally opens with a brief history and description of the districts of the "Land of the Fair God," or, interpreting the common Indian vernacular, aside from the beautiful traditions made known by Gen. Lew Wallace in his wonderful book—the "Beautiful Land."

Nothing can be more profitable or pleasing to the editors of the United States, who are to visit this region than the following brief resumé of history, pioneer grit and zeal and resulting progress:

Oklahoma, the last commonwealth born of the Louisiana purchase, was taken from a part of this "Indian empire." That portion of the Indian Territory which embraced Oklahoma had been ceded to the Creek and Seminole Indians when they were brought west in 1834, but they had ceded it back to the Government in 1866. The Government had declared its purpose to settle friendly Indians upon the lands acquired by the treaty of 1866. As no Indians were placed upon the lands in the Oklahoma country, and they remained for years occupied only by herds of cattle, an irresistible crusade was commenced to induce Congress to open the country to settlement, the contention being that these lands were a part of the public domain.

After years of incessant and persistent effort, the goal was reached and the people won. The lands were opened to settlement. Bishop W. Perkins, Congressman from Kansas, just before the adjournment of Congress in the spring of 1889, attached to the Indian appropriation bill a "rider" which provided for opening to settlement the Oklahoma country.

Then, on the 22d of April, 1889, came the great race for homes. Never before in the history of States or Nations was a commonwealth peopled under more novel or romantic circumstances. During all of the struggle that preceded the opening it was the same old-time story. The spirit of resolution and determination that has in all ages characterized the march of the pioneer was manifested. But victory had come. It was the victory of the common people. The squatter sovereign had come to exercise his authority upon his own domain. It was his. It was his by right of conquest—conquest over all obstacles, conquest over delay, privation and uncertainty, and conquest over all the forces that had combined to thwart him in his plans to establish a home and build a commonwealth.

* * * * *

Who were the people by whom fair Oklahoma was rescued from the wilds and brought within the confines of civilization? They were not adventurers in quest of spoils, or mere seekers for whatever thing of interest the novel drama might produce, but they were pioneers in the true sense. They came to find a place to found that greatest of all institutions, the home. It is true that the major portion of them brought but little with them, for they possessed but little. They did bring with them a kind of riches more precious than gold—good character, hopeful hearts, clear heads, and strong hands. They were destined victors. Soon after the opening the dugout, the sod house, and the unpretentious prairie cottage appeared in countless numbers all over the new land.

It is true that there were not many luxuries in those humble homes. There were hard times experienced. In those homes were hope and faith—hope in the future and faith in their own efforts to succeed.

But all this was years ago. The hand of magic—the magic of American industry and courage—touched the dugout, the sod house, and the prairie cottage and transformed them into splendid homes. They have followed the spirit of the age and expanded. They are homes in which can today be found just as many of the comforts of life, just as much refinement, just as much taste, and just as much culture, as can be found in any of the older commonwealths. No place in the world contains more happy, prosperous homes, according to population, than Oklahoma.

Oklahoma is, as has been suggested, the youngest child of that splendid family of commonwealths bequeathed to our Nation by the Louisiana purchase, but while last she is not least, not least in moral, intellectual, and material development, not least in the diversity and greatness of her resources.

Oklahoma is the midway of the Continent. She is the central point between the East and the West, as well as the point where the North and the South meet and shake the hand of friendship. Her people are from all parts of the Union—every State and Territory is represented. The energy and progressive spirit from all the States manifest themselves in Oklahoma. Her products are the products of the entire country. Upon a single farm in our splendid Territory can be seen growing at the same time the products that grow in the States from Minnesota to Florida, and from Maine to California. Again, Oklahoma is an agricultural country. Her wheat, cotton, corn and other farm products are unsurpassed in quantity and quality. The Oklahoma fruit is a marvel to fruit growers all over the country. In no part of the United States can fruit be raised more extensively and of better quality than in Oklahoma. This year, as in the past, our fields have been filled with golden grain and our orchards with delicious fruit.

VIEWS AT GUTHRIE, OKLAHOMA.

In days gone by the Spaniard searched for gold on the soil of our Territory. Tradition says that he did not find it. The Oklahoma farmer is coining the gold that the Spaniard failed to find—coining it from the soil.

"LAND OF THE FAIR GOD."

In the historic land of the Montezumas, while he toils and hopes, the Mexican Indian dreams of the day when the Fair God will return and restore his people to the glory of the days when, according to tradition, they lived in a land where happiness was the only ambition and righteousness the only law.

To the imaginative mind of the child of old Mexico, the Fair God of the ancient Aztecs was a god of perfection and beauty. Wherever he journeyed, by a touch of his magic hand, the sterile places became gardens of beauty; vice gave way to virtue; despair vanished into hope; sorrow was changed to joy, and death surrendered to life. The Fair God was the embodiment of the good. Nothing evil could remain in the domain over which he reigned, nor could aught but beauty dwell in the land through which he passed.

No doubt that he had this pleasing Mexican tradition in mind when Milton W. Reynolds, a distinguished journalist who once accompanied Henry M. Stanley across the American Continent, stood on a beautiful prairie in Oklahoma on the morning after the first opening, looking at the magnificence of the scene before him, enraptured and thrilled by the transcendent beauty of the picture presented by the verdant prairie in its springtime mantle of unrivaled loveliness, and exclaimed, "The Land of the Fair God." Milton Reynolds rests beneath the soil of the land to which he applied the above significant term, but Oklahoma still continues to be, and will continue to be called, very appropriately, too, the "Land of the Fair God."

One of Guthrie's Churches.

A Guthrie Residence.

Oklahoma has a magnificent public school fund estimated at some $20,000,000 and consisting, principally of nearly two million acres of unsold school lands from which rents are being now received for the support of the schools. Oklahoma is essentially an agricultural commonwealth. Over seventy-one per cent of its population are engaged in this wonderfully productive occupation, with a climate on the whole approaching that of "Sunny Tennessee," and, in many sections, permitting the raising two of certain lines of crops in a year.

Oklahoma has extensive salt plains and vast deposits of gypsum, both in rock and dirt sufficient to supply a large number of cement mills for hundreds of years. The Territory is traversed by the Wichita Mountains, rising to 3,000 feet in height and in these mountains are many mining districts, and building stone of great value is found in abundance in several portions of the State. Especially is this the case in Greer County, where great fields of granite are found, that consist of high and massive mountains. There is such an abundance above ground as to supply the granite-using world for centuries. The quality is the very best. The greater portion is solid red granite, pronounced by experts to be the equal of the celebrated Peterhead Red Scotch granite and equally adapted for monumental and building purposes. The Oklahoma granite may be quarried in great blocks, which adds much to its monetary value as well as increases its desirability for building purposes.

Petroleum oil and natural gas are found in several parts of the Territory. For a number of years crude oil has been known to exist in the region of the Wichita Mountains, and considerable development has been carried on in this region in the vicinity of Granite, Hobart, and Lawton. The oil is found at depths varying from less than 100 feet to about 500 feet, producing an asphaltum oil.

The Indian Territory, now added to Oklahoma, abounds in minerals and the two combined will make one of the richest mineral States in the Union, probably equaling Missouri. Coal is found and rich veins are said to very nearly equal in value the famed Anthracite of Pennsylvania. Streams abound and the rainfall varies from twenty to thirty inches per annum, so that irrigation is not necessary or even desirable, except in the extreme western portion of the State, where irrigation might profitably be made to supplement the rainfall and a part of the Government irrigation reclamation to which Oklahoma has contributed could be more profitably expended there than elsewhere, as less would be required to produce immensely profitable results and to guard against droughts. Oklahoma has a wealth of alluvial river valleys, some of which are subject to innundation in seasons of flood and some of this wealth of waters should be stored against the coming of the day of need on the western farms of this rich region. Timber abounds plentifully along many of the streams and eighty varieties have been reported including oak, walnut, elm, cottonwood, hickory and cedar. Oklahoma cedar has been shipped to Europe and especially used for the manufacture of pencils, and logs of "curled walnut," with a peculiar grain adapted to the manufacture of furniture and ornaments have been shipped East and sold at fabulous prices.

So much for a brief glance at this Territory of varied scenery and resources in which the editors will find much of great interest and beauty. Now to return to Guthrie, the capital city, centrally located in the united Territories and abounding in men of enterprise, in wealth of resources and railroads. It might be well to remark that there is not a county in the Territory that has not its railroad line, notwithstanding the fact that there still remain in the Territory 2,095,477 acres of unoccupied public lands.

For three days during our stay in Guthrie, members of the Masonic fraternity were at work in the great Masonic Temple —one of the most attractive, costly and complete in furnishing in all the great Southwest, conferring the Scottish Right degrees. The membership reaches twelve hundred and the attendance and interest taken showed Guthrie to be the great

SOME OF GUTHRIE'S PUBLIC BUILDINGS.

fraternal center of this whole region. The other orders are fully represented. It is as the capital, the political center, and the men who devote themselves to governmental affairs and politics are able and influential. The Birthday Issue of the Oklahoma *State Capital,* on April 22, 1904, said what is true and evident to every observing visitor:

Education and wide reading has lent to the people of Guthrie a distinct literary and scientific bent, and the private homes are all prominent for the excellence of their libraries and the number of patrons for the public library.

Social matters in Guthrie receive that careful attention which marks the city's refined people, the centers of erudition and culture. Many delightful homes here afford ample opportunity for lavish entertaining, and the social season in Guthrie is never dull.

The residence streets are beautiful lanes of forest trees—all grown since the town was opened, fifteen years ago—and the arid prairie of then is a garden and fairy landscape of now. Neatly painted cottages and massive brick and stone residences dot the green of perfect lawns here, and the roses and honeysuckles clamber in fragrant verdure about the galleries and windows for more than half the year.

Picking Cotton in Oklahoma.

Guthrie has the proud distinction of having the first and only County High School in the Territory—the Logan County High School. Right here we want to stop to remark that Oklahoma has not only provided for County High Schools but for the uniting of adjoining school districts in the building and maintaining graded schools. It is beginning in all its educational advantages at the very highest point reached by any of the most advanced States of the Union. Guthrie is the seat of two most interesting benevolent institutions, the Oklahoma Sanitarium and a School for the Deaf and Dumb.

Guthrie is the social center of Oklahoma and the number of social and literary clubs and the membership therein is not exceeded by any other city in the United States of anywhere near its size.

The *State Capital* properly devoted two full pages of its great Birthday issue to an account of twelve of these clubs and excellent portraits of twenty of Guthrie's brilliant cultured, intellectual and beautiful women, holding offices therein. One important club is known as the City Federation, formed for the purpose of uniting the efforts of the various clubs in the common object of making better homes and a better city. One movement put on foot was the inducing of the school children of the city under the eighth grade to plant and cultivate flowers at their homes. The result is likely to be that Guthrie will be known as the "Flower City."

Guthrie is the County Seat of Logan County, one of the richest counties in the State, that is celebrated for its good roads and, as evidence, built sixty substantial bridges last year.

Guthrie has eight railroads—the Santa Fe, Rock Island, 'Frisco, Katy, Fort Smith and Western, Denver, Enid and Gulf, and the St. Louis and Elreno.

The taxable valuation of Logan County for 1904 is $5,033,760.

Guthrie has two daily papers—the Oklahoma *State Capital,* a morning paper, and the Oklahoma *Daily Leader,* an evening paper. Mr. F. H. Greer is at the head of the morning paper and Senator Niblack, of the Territorial Council, of the evening paper.

Weekly.—Guthrie: *State Capital,* Oklahoma *Leader,* Oklahoma *Farmer, Register, Guide, Southwest World, Searchlight.*

Monthly.—Guthrie: Oklahoma *Churchman,* Oklahoma *Medical Journal, Practical Pointers.*

Guthrie is traversed by the Cottonwood river and built on the gentle plateau arising on either side, giving the place splendid surface drainage. Another stream, the Cimarron, passes within a mile, to the North. The water supply is excellent and with the natural, perfect drainage, the sanitary conditions are unexcelled.

The whole County of Logan is well watered. It would be difficult to find a hundred acres without good, living water.

It is the great peach-growing county of the Territory. There is plenty of timber for domestic purposes and an abundance of an excellent grade of building stone and also building sand in large quantities. It is a fertile agricultural, fruit-growing and stock-raising section and here the Alberta peach reaches the highest perfection. The county has millions of peach trees and over 50,000 already in bearing, and next in importance comes the apple and the cherry. The editors will see the orchards and the grain fields at their best.

Guthrie has six miles of vitrified brick paving; perfect sanitary sewerage system, costing $65,000; 50 miles of brick and cement sidewalk; fire department, consisting of three well-equipped stations and the most perfect waterworks system in Oklahoma Territory, costing over $100,000; $150,000 gas plant; two telephone systems.

There are forty manufacturing establishments, covering twenty separate and distinct industries.

There are twenty wholesale houses, handling eleven lines of goods.

Churches.—Seventeen buildings. Practically all denominations are represented.

Schools.—Six city school buildings and one county high school building, the first in the Territory; Catholic convent, the largest and best equipped business college in the southwest, and a conservatory of arts and music.

Railroads.—Guthrie has eight railways, and the ninth building.

Banks.—Guthrie has four banks, with a total deposit of $1,800,000.

A pretty good showing for a city of fifteen years' growth and yet improvements are being made so rapidly, that the editors will find many things to add by the time of their visit in June.

The Masonic Temple cost $65,000, Public Library $40,000, City Hall $55,000, and Government Building $100,000.

The Guthrie *State Capital* has one of the finest and best-equipped newspaper buildings in the West, but this deserves and will receive a separate article.

One of the pleasing sights at Guthrie is the Highland Fruit Farm, the country home of Gen. J. C. Jamison, located one mile west of the city and containing two thousand fruit trees. One of the potent factors in the development of the city is, and has been, the Guthrie Commercial Club. It has been wisely said that "a town is what the business men make it," and the business men of Guthrie have united from the first in making Guthrie great, and all new comers, investors and visitors welcome. The Commercial Club has been and is officered by men of Territorial and National importance, among the officers having been an Attorney General, a Gov-

ernor, a Chief Justice and many of the foremost professional and business men of Oklahoma.

The members of the National Editorial Association will have the pleasure of meeting and becoming acquainted with the officers, committees and members of this Club.

The club has the entire upper floor of 111 West Oklahoma Ave., and has a large reading room, business office, stenographer's office, and billiard and pool room fully equipped. An agricultural display is kept in the rooms, showing the resources of Logan county and this display attracts a great deal of attention from visitors from all over the world. The club has furnished from this exhibit samples to go to England, Ireland, Russia and Germany. These samples were given to representatives of these nations sent for the purpose of securing information in regard to Oklahoma.

The Club issues complimentary cards to visitors from points outside of Logan county and Oklahoma Territory giving them the privileges of the rooms for the year. These cards are eagerly sought after and at all times a throng of visitors will be found in the reading room and billiard parlor, representatives of all States and Nations.

In this article we have been compelled to confine ourself to a mere outline of what we witnessed and learned during our brief visit. We think that enough has been told to show that there is much worth seeing and learning in this new commonwealth and in its capital city, Guthrie, that started with the advantage of the experience and knowledge of all the other commonwealths and cities back of them, reached through from a half a century to two centuries of development in this free land of opportunity and unequalled resources.

101 RANCH—OKLAHOMA.

Editors to be Entertained—Celebration of Dissolution of Tribal Relations of the Indians—And the Disappearance of the Cow Boys—Buffalo Chase, Rounding Up and Roping of Cattle—Sham Battles—2,000 Indians, 500 Cowboys and 500 U. S. Troops to Participate. Barbecue of Buffalo Meat and Great Banquet for Editors Tables to be Spread for One Thousand—Members of the N. E. A. and Editors of Oklahoma, Indian Territory and Kansas as Guests of the Miller Brothers.

ONE of the most interesting places visited during the short stay of the editor of this paper in Oklahoma was the far-famed "101 Ranch." Arriving, with Committeeman Prouty at Bliss, a station of the Santa Fe Line, on the border of the 101 Ranch, a carriage, in waiting, was taken to the Mansion House, a distant view of which is given herewith. It was reached after a six-miles' drive across the beautiful prairie. The house is three stories in height and built after the Southern style, with broad verandas and great, airy rooms, so constructed as to be thrown together affording free circulation of the air and enticing shade and coolness in warm weather. In the parlor is a magnificent old-style brick fireplace, and everything is arranged and furnished for luxury and comfort.

Distant View of Mansion House, 101 Ranch.

We were first ushered into the Ranch office and then into the parlor, where we were welcomed by Mrs. Miller, the mother of the Miller boys, a stately, white-headed Kentucky lady, who gave us a most hospitable greeting. The sons had unavoidably been called away on account of settlement with Indians by the Government over lands that had been sold. Household duties requiring Mrs. Miller's supervision, we were made at home with papers, magazines and books for a couple of hours until the young men arrived, when dinner, presided over by the venerable mother, was served by colored waiters, making us feel that we were certainly in the Southland. A twenty-four-pound turkey, rich, white and juicy, was the piece de resistance at the head of the table and was quickly carved by Mr. J. C. Miller, as the head of the family. After an enjoyment of the sumptuous repast, enlivened by conversation, with incidents as to the Ranch and as to the life of the Indians, some of whom had been paying a visit and awaiting the arrival of the Messrs. Miller, while a squaw and children waited in a light wagon outside. The squaws always accompany the men, but do not enter the house. On this occasion the dusky colored wife and mother, wrapped in blankets, sat in stolid indifference outside while the "big Indian" contentedly smoked a long, wooden-stemmed pipe within.

Conversation followed the dinner. The Ranch was opened many years ago by Mr. Miller, the father, now deceased, while still living in Kansas. It now contains eighty-seven thousand acres of land and is farmed after the manner of smaller farms, with a diversity of crops, only on a larger scale. Wheat, corn, oats and other cereals, and vegetables, are raised, and also horses, mules, hogs, cattle and poultry. Some twenty thousand head of cattle are marketed each year, and a hundred thousand bushels of wheat and so on. Near the Mansion House are lodging houses, a kitchen and mess rooms, for the men, barns, sheds and other buildings. This is the headquarters but there are, necessarily, other living houses and centers for storing products and feeding stock scattered over the Ranch at convenient points.

Buffalo being Fattened for the Editor's Feast.

Later in the afternoon a drive was taken over to the Indian agency and Indian school, some three miles away, but the editors are to see for themselves, besides, a gentleman connected with the Indian Agency, and who thoroughly knows the country and has viewed such sports—only on a smaller scale—as are to be given for the delight of the editors, has kindly furnished a description for the pages of the NATIONAL PRINTER-JOURNALIST, that will be vastly more accurate and informing than could be given by us after a one-day's visit as

delightful as that proved. After the drive a very delightful evening meal was enjoyed and one incident connected therewith showed most impressively how closely the whole world has been brought in touch by modern improvements. Mr. J. C. Miller, seated at the head of the table, had by his plate a telephone receiver, and as he conversed with those present, would stop to respond to a call over the 'phone.

At one time it was a message from a Station, nine miles away, with regard to cars for the shipment of carloads of fat cattle, for which he had been arranging. Then one of his nearest neighbors, some six miles away, informed him that their little child, who was sick, was better, and he told the gratifying news to his mother. There were four of these brief aside conversations over the wire during the half hour or so at the table. They have a long-distance telephone and can sit in the dining-room or office and talk with people in Chicago. Then there is a daily mail delivery so that, though miles away from the nearest neighbor, they are as near through these agencies for conversation and securing the daily news as though in the center of a great city. We noticed, on the reading table, four or five daily and a great number of weekly papers and magazines; the parlor also contains a fine piano. In the third story is a billiard room.

We enjoyed a look at some splendid fat cattle ready for shipment and one of the great buffaloes—a picture of which is given herewith—that is being especially fed to afford a feast for the editors.

The next morning, a drive of nine miles across the prairie, behind a team of four splendid Oklahoma mules, brought us to another Station on the Santa Fe, from whence we took the cars to Oklahoma City.

Famous Joe Miller and National Committeeman Prouty, in Feathers and War-paint, Rounding up the National Editors at 101 Ranch.

Now, a few words as to the entertainment, and then we will step aside for the more informing article of our Oklahoma friend, who, by the way, is from Chicago. The entertainment will be given at Bliss Station, on the edge of the Ranch. The occasion is to be made, as noted in our caption, to celebrate—in honor of the knowledge-gathering editors—the dissolution of the tribal relations of the Indians and the disappearance of the cowboys from Oklahoma.

All concerned are entering with zest into the plan. Consent has been obtained from the Government for the detail of soldiers from two forts, and the Indians are alive to the greatness of the event. Two thousand members of the tribes of the Poncas, Otoes, Kaws, Osages, Cheyennes, Arapahoes, Tonkawas, Pawnees, Omahas and Comanches are expected to participate. These will arrive the day before and will be living in their teepees in the genuine Indian style, on the arrival of the editors, so that true aboriginal life can be seen. This will be no make-believe, but the genuine thing—the Indians on their native heath—as may be gathered from our illustrations taken upon the occasion of the installation of an Indian chief last year, and more fully described in our contributed article. Five hundred U. S. Regular soldiers will be in camp and five hundred cowboys on the grounds. The entertainment will commence with the buffalo chase and the roping of cattle and "the killing" for the barbecue. Then will follow sham battles between the troops, and the Indians, and cowboys and Indians, then the feast, followed by the round-up of two thousand cattle from the prairie, Indian dances, etc., etc. All that is to be seen and enjoyed is told as follows by J. Harrison Lewis, who, while connected with the Indian Agency, is somewhat of a newspaper man himself and a writer on the Bliss *Breeze:*

One Hundred and Forty-two Reapers Harvesting Wheat on 101 Ranch.

NATIONAL EDITORIAL CONVENTION AT GUTHRIE, OKLAHOMA, JUNE 6, 7 AND 8, AND THE ENTERTAINMENT TO FOLLOW AT 101 RANCH.

Oklahoma, in the vernacular of the red man Beautiful Land, presents at this hour, to the tourist, a large variety of enchanting scenery and a more interesting class of settlers, than any other locality of the great and progressive Southwest.

Within the memory of the boys, scarcely out of their teens,

Portion of the Herd of Buffaloes.

springs up the wilderness, covered with buffalo grass, and game-filled preserves. Nomadic redskins roamed sweet-willed across the plains as eager then to stem the advancing tide of immigration as they are now anxious to possess a pale-face neighbor.

What magic wand has touched with momentous influence the pristine and vigorous splendor of the wilds and converted a sovereign dominion into a settled, staid center of civilization?

Cities whose splendors rival that of communities of a

century's growth dot the limitless expanse, all scarcely sweet sixteen yet mature, aggressive commercial centers. Through their arteries flows the life blood of elements destined to produce greatness. Here the reckless cow-puncher, soldier and government scout, within themselves, living and complete novels, of dare-devil adventure, jostle the tenderfoot, the Indian and the keen-witted tradesman in their mad scramble for worldly gain.

"Roped."

But the onrushing torrent of settlers has not entirely eradicated the beauties of the reconstructed frontier. Enough remains of its picturesque beauty to bring its former wildness and its marvelous latter-day improvements together as close tenants. Rich soil, bright blue Italian sunny skies, sparkling clear Castalion springs, extravagantly numerous, rains in abundance, have gorged ponderous granaries year after year and bulged fat pocketbooks, built railroads, churches and schools, farm houses, cities and villages, orchards and vineyards, good roads and driveways, and public improvements the equal of some seen in our oldest and best established States.

Who has so soon forgotten the stirring incidents attendant upon the opening of the Cherokee strip? Is it possible that here, where shrieks the locomotive whistle as it skirts the river valley and rising height, cow-boy and red-skin poured out in deadly encounter their red, vital, warm, living lifeblood? See yon crumbling fort and military barracks, while nestling cosily within the grim shadows of the ruins, a Missouri model schoolhouse surmounted by a pretentious belfry may be seen.

Scarce have the reverberating echoes of the reveille died away upon the evanescent morning breeze before there breaks upon the receptive hearing the merry clangor of the school-bell summoning the babies of today and the masters of state of the tomorrow to learn the lessons of citizenship.

Kay county on the north, the banner agricultural community of Oklahoma, is the first district traversed by the Santa Fe railroad. Your route lies through Indian reservations, and bustling cities. The redskins may be indulging with sacred significance in their religious ceremonies, the sun-dance, the ghost dance or the war-dance. Hundreds, yes, even thousands of visitors have attended these savage festivals, to which danger is no longer attached. Painted, feathered, beaded, bespangled and blanketed forms, as they move through the evolutions of the dance, form a picture of no little attraction. There are nearly six thousand Indians in Oklahoma. They own ten million acres of tribal and allotted lands, most of which are leased to the white settlers.

The tribal relations are fast being broken up and with them there is being relegated into history a class of men who proudly claim as one of their number, no less a leader than the personage of the peerless Roosevelt—our President.

Cow-boy life has all but passed away on the great ranches, yet one may meet with a healthy contingent, in wide sombreros, leather trousers, high-topped, high-heeled boots, with clanking spurs and big revolvers, upon the famous 101 Ranch, located near the Ponca Indian Agency and adjoining the little hamlet of Bliss, Okla. The writer will devote an article to this wonderful institution at a later date.

The river scenery of Oklahoma is singularly striking. Hunting is a sport worth the while. Deer, wild turkey, prairie chicken, quail, duck, geese and prairie wolf being found in abundance in season. More deer are found upon the Osage reservation than in any other portion of the United States.

The population of Oklahoma is now around one million.

The National Editorial Association, in convention assembled, at the World's Fair, last May month met under most favorable auspices. Every courtesy that good breeding dictates was meted out to the visiting editors and their relatives and friends. The contest for the rendezvous of 1905 was a spirited three-cornered fight, New Jersey, California and Oklahoma being the aggressive bidders for choice. Oklahoma finally triumphed and the next annual convention of the association will transpire at the capital city of Oklahoma, Guthrie, on the 6th, 7th and 8th day of June, 1905.

THE ENTERTAINMENT AT 101 RANCH.

Among the foremost propositions provided for by the entertainment committee and as a side issue will be a grand assembling of the Indian tribes of Oklahoma, a real old-time buffalo hunt, Indian fashion, ruling the boards. The Miller Bros., of 101 fame, possess the genius and faculty of great circus managers, easly ranking with Barnum, Forepaugh, Buffalo Bill and the Ringling Brothers, and their promise to bring together at 101 Ranch an array of Indians, cow-boys and buffaloes for this occasion in greater number than ever before, at any one time, is as good as their bond.

The Tribes in their Tents.

On May 8, 1904, the inauguration and induction into office of Horse Chief Eagle, the head chief of the Ponca tribe of Indians, was celebrated amid regal pomp and splendor. One thousand Indians were assembled, including Poncas, Otoes, Osages, Kaws, Comanches, Cheyenne and Arapahoes, Wichitas, Omahas and Tonkawas. They played la Crosse and other Indian games, sung their native songs and executed their pipe and pony dances and other equally impressive ceremonials. Brass bands, gaily-uniformed, marched and countermarched and filled the crisp brightness of the perfect spring day with resonant tones. Cow-boys with calf-skin shaps, high-topped boots, and whirling lariats spurred high-strung and spirited mounts into bursts of furious speed as they roped vicious steers and raced across the arena, a forty-acre wire-fenced inclosure.

Roping contests for a prize of $200.00 brought together

Clyde Sharp, of Osage fame; Hugo Milde, of Kaw; Warren, of Silverdale, Kansas, and Curt Reynolds, of 101 Ranch. Reynolds startled the cow-boy fraternity by roping, throwing and tying his steer in the wonderfully brief interval of 22 seconds, breaking all former records and earning for himself the title of champion of the world. He was given an ovation.

He will again appear, June 11th, at the National Editorial Association, gathering upon 101 Ranch. Several prizes are offered this year, among them being a gold medal donated by the young millionaire physician of Chicago, Dr. H. E. Thomas.

The glittering kaleidoscopic events of that day pursued each other, without cessation nearly all day, terminating at sunset with the grand final number of the program, the buffalo hunt, which was real and exceedingly spectacular.

Preparing for the Buffalo Chase.

The best riders in the country had ridden the most unmanageable mounts. The Santa Fe railroad had joined hands to insure the success of the occasion and 15,000 spectators from as far as Chicago to the north and Galveston, Texas, on the south, vied with each other in lauding the event. Had the weather of the previous night been more favorable twice as many admissions would have been recorded.

The Ponca Indians, of Oklahoma, are being allotted their tribal lands. The tribal lands heretofore occupied for grazing purposes only will soon smile and bloom with the products of the white farmers' industry. The tribal relations will terminate and merge into the solitude and oblivion of the weird past and the Poncas will assume the garb of civilization and join the march of progress as it circles the universe. A call has gone out to the Indian tribes of Oklahoma to assemble upon the occasion of the closing chapter in their tribal associations. The success of the former occasion is the harbinger of the success of the contemplated event. In Oklahoma phraseology the boys will "make good," and in this instance even exceed themselves in honor of their unusual array of guests.

Former efforts will be eclipsed by the preparations which the manager will soon set on foot. Refreshments of every description, a buffalo barbecue and a western dinner a-la-mode plainsman, will be dispensed for the benefit of the newspaper men, absolutely free of cost. A strict search of the N. E. A. will be instituted at Guthrie, before proceeding to the grand doings, and anything bearing the faintest resemblance to money will be confiscated, and later returned. Three or four buffalo will be hunted by picked bands of Indians from the different tribes and killed in a humane manner in the arena. These buffalo will be selected from one of the finest herds now in existence, and they will form the nucleus of a rich, fat, juicy buffalo barbecue especially designed for the editors. Not a free-for-all hand-me-out affair, but an exclusive function prompted by a course, served in a befitting manner; in a style approved by strict up-todate table etiquette.

Not a single feature of the day's programme will savor of boisterousness or vulgarity, not a word or an action to mar the sensibilities of the most fastidious, but the whole will be a high-class, moral, instructive and pleasing entertainment. Don't imagine that the cowboys are a lot of howling, swearing, shooting, whiskey fighting terrors of the plains, for this is an erroneous conception.

The cowboy has been very much exaggerated in song and story and the 500 who will gather from all parts of the Territory and adjoining States are gentlemen in the full sense of the term, and will celebrate the passing of the cow-boy.

No more delightful entertainment for the National Editorial Association will be furnished it or framed up during its long journey to the golden sunset of the west. At this opportune period, the month of roses, Oklahoma arrays herself in her most resplendent attire. The proud and queenly dominion of the magnificent southwest is clothed in the golden garb of a ripening wheat harvest on fields that stretch beyond the range of vision to all the cardinal points of the compass. Cloudless blue skies, that rival in azure splendor the beauty and glory of Italian skies, predominate through the long, early summer days, followed by cool and refreshing breezes during the nights.

The plaintive melody of the meadow-lark thrills the hearts of happy mankind or mingles in sweet communion with the melancholy of the sad. The long stretches of prairie are covered with a profusion of wild rare blossoms. The sparkling rivers reflect the dancing sunlight and wind themselves with murmuring sweetness through the landscape, like bands of silver. All nature is alive and joyous. From hill and valley and plain comes the glad hum of the toiling multitudes, the evidence of a thrifty, hustling, contented people. Success and prosperity walk hand in hand, congratulating the citizens of their adoption, upon their public spiritedness, energy and whole-souled Southern hospitality.

The Indians in their Annual Sun Dance.

Who has not tasted of genuine Southern hospitality? Let him rise and heed well this friendly counsel. Come to the celebrated 101 Ranch and stranger though you be, with none to recommend you, you will receive a welcome in the superlative degree. The beautiful Southern mansion headquarters, with its broad porches and wide-open doors, seem to beckon you to tarry, and where the cornucopia of health and plenty has been distributed with lavish generosity you will find no restraints, no stiff-bosomed formalities, but instead good, whole-souled, old-fashioned kindness, that warms the heart, removes the wrinkles of care and brings sunshine and gladness. Very truly yours,

J. Harrison Lewis.

THE OKLAHOMA STATE CAPITAL.

A DAILY PAPER FOUNDED IN A TENT, APRIL 22, 1889. NOW OWNING AND OCCUPYING ONE OF THE LARGEST AND BEST EQUIPPED BUILDINGS AND PLANTS IN THE SOUTHWEST.

The growth of a country and the character of a city are, in this twentieth century, indicated very largely by the growth and character of its newspapers. Measured by the history of its leading daily the Oklahoma *State Capital*, rapid, substantial progress, enterprise and thrift must be the verdict as to the business men of Guthrie and the people of the whole Territory which the paper serves enthusiastically, and splendidly represents and from which it receives loyal and liberal support. It is sometimes said that newspaper men are unpopular and unappreciated, but we found during our stay in Oklahoma, that there was nowhere to be found a more popular and more highly-appreciated man than is F. H. Greer, the founder and publisher of the Oklahoma *State Capital*. He commenced with the beginning of things in this new land. set up an office in a tent and issued the first number of the *Daily Capital* on the day of the opening of the Territory to settlement.

It is said that no people is great without a heroic beginning. Certainly the heroic was not lacking on that great "opening" day. There were no enemies to destroy, but there were brave hearts just the same. There were thousands of hardy pioneers with nothing but courage and hope, seeking not glory or conquest but homes. Twenty thousand people settled a city in a day and in the second day organized a city government and elected a mayor and common council, and from the tent of the first newspaper the news was published to the people. The newspaper was even ahead of the settlement for the first copy of the paper had been printed in advance at Winfield, Kansas. It is certainly in place here to give a couple of incidents illustrating the strenuous conditions of the founding of the paper and the new city. Mr. Greer relates these in the fifteenth Birthday Issue of the *State Capital:*

Building and Office of the Oklahoma State Capital.

I remember after bidding my wife good-bye and giv-

ing her ten dollars of the thirty-nine dollars I had in my pocket, I went to the home of my mother. Before bidding me good-bye, she said she desired to commit me to the providence of God, whom she knew would protect my footsteps and prosper my future. We went into her bed-room and there knelt down by the bedside, and I remember how fervently she appealed to the Lord about the prospects of the wonderful new land, and submitted to His care her boy who was going to cast his lot with the new Eden.

I recollect my thoughts on leaving the house—with that prayer fresh in my mind—and tears still in my eyes—of the peculiar ambition of a young man starting into a new country with but twenty-nine dollars in his pocket and nothing but this amount of cash capital and the hopes and prayers of a sainted mother and a loving wife on which to found a newspaper business, and expecting as firmly to found it as though he had a million.

Then of the organizing of the new city, he writes:

The editor of the *State Capital* was secretary of the first townsite meeting in Guthrie proper. This meeting was held where the Patterson Furniture store now is. It was presided over by Major Constantine of Wisconsin, a man of fine presence and excellent ability. He stood in a wagon and presided over nearly fifteen thousand people. These were about all men as there were but five women then on the townsite. One of the cherished memories of this meeting was the presence of my mother. I remember after the chairman and secretary had been elected, my mother, the only woman visible in the crowd, raised her hand and said, "Mr. Chairman, we are about to open the chief city of a great empire. We are to have a country here rich in resources and full of possibilities. We should not start such a city, or begin life in such a country, without first asking for the blessings of God upon our doings."

The chairman then called upon Mrs. Greer to lead in prayer and I remember the fervency of that prayer; how she spoke of the hopes of the people and the great future all felt certain for Oklahoma. She asked that divine wisdom would guide the citizenship of the new state; that the people would follow only the paths of righteousness to the glory of the commonwealth and the benign approval of Heaven.

Seven years after the opening of Oklahoma and a week before my mother passed away, she said one of the proudest things of her life was having made the first prayer in a public meeting at Guthrie. She said in recording the history of Guthrie, I could do her memory no greater honor than to tell of this prayer.

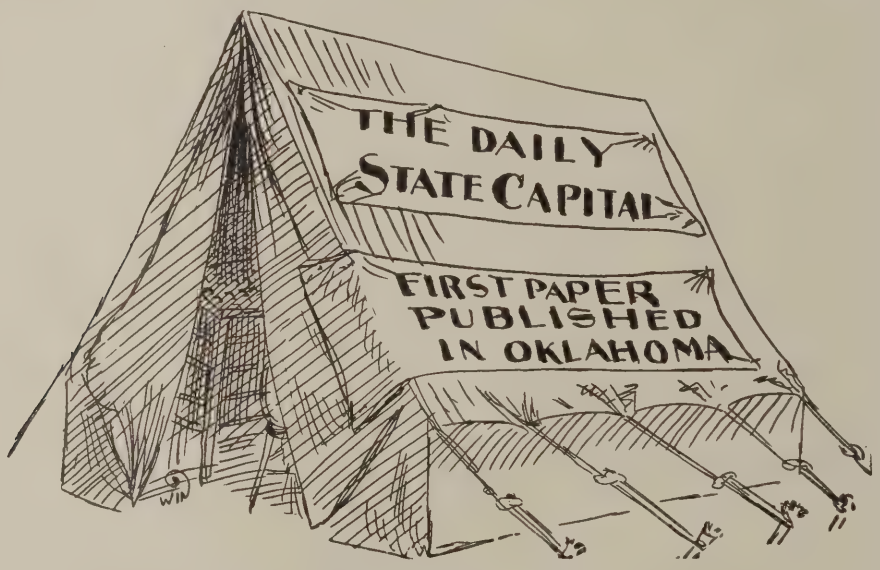
The paper succeeded though fifteen rival publications were started—several with considerable capital—lived and died in the first year of the town history. The *State Capital* has not only grown into the proud position of being one of the leading dailies of the Southwest and the representative paper of Oklahoma, but has built up a great publishing house. How this has been acomplished is instructive as well as interesting:

The weekly *State Capital* was founded by Mr. Greer on March 30, 1889. This was three weeks before the opening of the Oklahoma. The first issue of the paper consisted of an edition of 15,000 copies and was printed at Winfield, Kansas, the temporary home of the plant. This edition contained the proclamation of the President opening the territory to settlment, together with a great deal of valuable information in regard to the country and the methods to be followed by homesteaders who came into Oklahoma.

The next issue of the *State Capital* appeared on April 20, two days before the opening of the country. It gave a big description of the thousands of prospective settlers camped along the borders of the new land, and editorially said under the head of "The World's Wonder":

"Oklahoma will be the wonder of the world. People will flock to it the first day of the opening. Two million acres will be open to settlement on the 22nd. This spot has been heard of and talked of in every household in the United States. It has been heralded as America's Eden."

On April 22, at 4 p. m., on the afternoon of the opening, the first issue of the *Daily State Capital* appeared. It was issued from a tent on "Squatter" domain, on the lot taken by Mr. Greer on the corner of Cleveland Avenue and Broad Street. The leading editorial in this issue said:



First Office, Oklahoma State Capital, April 22, 1889.

"As a strong representative of this embryo metropolis steps forward the *Daily State Capital.* This number is only a small and hurried one. The *Daily State Capital* is the first daily paper ever published in Oklahoma Territory. This issue gives you an idea of the merit it will possess."

A PLATFORM STEADILY FOLLOWED.

The *Daily State Capital* in its issue of May 12—three weeks after the opening of the territory, laid down its territorial platform as follows:

"The *State Capital,* above all, is for Guthrie and it realizes that Guthrie cannot prosper unless it is sustained by a prosperous territory. We need to tear down no other town or community in order to build up Guthrie. The *State Capital's* columns will never purposely contain a line derogatory of any town of any part of Oklahoma. Here is bound to be the head-center, the chief city and supply point of Oklahoma. There can be but one great city in this territory. Guthrie has lead all other towns from the first, and it has a start that insures future greatness. Here will be the capital, temporary and permanent. From here will radiate the spirit of enterprise certain to build up an empire, the start of which will be looked to as only the precursor of far more marvelous things to come."

This much for history of the paper and the platform

from which it has builded. In addition to the daily, the weekly is continued and a live, successful agricultural paper, the Oklahoma *Farmer*, published, but it is of the daily and the plant we wish principally to speak:

The *State Capital* is today recognized as one of the great newspapers of the United States. Its equipment is thoroughly modern and its news features always up-to-date. It is run on the latest improved Goss Straight Line Perfecting Press which cuts and folds a sixteen page paper of either six, seven or eight columns to the page. It has a battery of six linotype machines and a plant generally which cannot be understood without a pictorial view, and this will be found in our special magazine supplement. The entire plant is propelled by two fifty-horse Ball automatic engines—one for night and one for day work—and in the boiler room there are two boilers—one of fifty-horse and one of sixty-horse power. This plant is going every hour of the day and night, except Sunday. It is indeed a perpetual motion machine. The *State Capital* does in job work, book binding, stereotyping, lithographing, and newspaper work between $300,000 and $400,000 worth a year. This work comes from all over Oklahoma, Southern Kansas, Indian Territory and Northern Texas. Seven traveling solicitors are out continually, and the competition of all the great book houses is met and discounted. The finest work is the *State Capital's* distinguishing feature. It employs none but the best workmen and will let none but perfect work go out.

The Weekly State Capital
FOUNDED MARCH 30,1889;
The Daily State Capital
FOUNDED APRIL 22,1889;
BY FRANK HILTON GREER.
FIRST PAPER PUBLISHED IN
OKLAHOMA.
BUILDING AND PLANT BURNED
EASTER SUNDAY, MAR. 30,1902
MISSED NO ISSUES, AND
REESTABLISHED WITH ITS OWN
PLANT ON APRIL 16, 1902.
This Building erected from Money
Spontaneously Subscribed by the People of
Guthrie to a Popular Loan to the State Capital,
Immediately after the Fire.
THIS CORNER STONE WAS LAID BY THE
GRAND LODGE OF OKLAHOMA ASSISTED
BY ALBERT PIKE LODGE NO. 60, AND GUTHRIE
LODGE NO. 2. A.F.&A.M., AUGUST 7, 1902.

Engraving on Corner-stone of Oklahoma State Capital Building.

SKILL IN ALL DEPARTMENTS.

The *State Capital* is proud of the merit of its employes. It is careful to select well, and when it gets a good man, keeps him. It seldom changes employes.

LAW BOOK PRINTERS.

The *State Capital* is the publisher and has the exclusive

copyright of Wilson's Revised and Annotated Statutes of Oklahoma, in two volumes. It is the publisher of Wilson's Digest of Oklahoma Supreme Court Reports. It also prints the Session Laws and Supreme Court Reports of the territory. The law book work of the *State Capital*—like all of its work—is fully the equal of like work done anywhere in the United States.

The daily soon moved from a tent into a frame shanty and from there on July 16, 1890, into a substantial brick building, which it bought in 1897 and then in 1900 occupied with its job office, the Brook's Opera House Building.

On March 30, 1902—Easter Day—the entire plant of the *State Capital* Printing Company was burned. The proffer by the people of Guthrie of $50,000 for the rebuilding of this plant was the wonderment of the newspapers of the country and exhibited in a marvelous degree, the confidence of the people of this city in their great newspaper, the *State Capital.* The record was made of completing one of the largest business buildings in Oklahoma in four months and in six months after the fire, being installed in this new building with a complete plant—one of the most complete newspaper and job printing plants in the United States. The most conspicuous building of Guthrie is the *State Capital* building, and there is probably no newspaper plant in the United States so conveniently arranged for the business.

The corner stone of the new building was laid with Masonic ceremonies by the Grand Lodge of Oklahoma, assisted by Albert Pike Lodge, No. 2, A. F. & A. M., August 7, 1902, as shown by the engraving on the stone at the entrance of the building a reproduction of which is shown herewith.

Frank H. Greer is president and manager and chief stockholder, of The State Capital Company. He was the founder of the paper, and has been manager of the business from its inception. Mr. Greer was born in Leavenworth, Kansas, July 21, 1862. He went into the printing business as a printer's devil at the age of seventeen and became a job printer, case printer, business solicitor, city editor and editor-in-chief in turn, so he has thoroughly mastered the details of all the departments of the business.

He is an open-hearted, enterprising, independent, all-around newspaper man. His independence of spirit was manifested in his refusing to accept, otherwise than as a loan for five years at six per cent, the splendid testimonial sum of $50,000 raised by the citizens as a gift. He did not wish to feel any restraint of obligation beyond that of friendship and gratitude to the liberal donors.

FRANK H. GREER,
Publisher of the Oklahoma State Capital.

The *Daily State Capital* possesses the Associated Press franchise and carries the full morning report. It covers Oklahoma Territory most thoroughly, having a special correspondent in every town. It is represented by a special correspondent in Washington, and in the foreign advertising line by a special agent, N. M. Sheffield, in the Tribune Building, New York City. There is not a better advertising medium in the Southwest than the Oklahoma *State Capital.* It is a full-sized, seven-column daily of from eight to twenty-four pages and its special anniversary issues running up to forty-eight pages and above,

have been the admiration of newspaper men.

We have said that Mr. Greer is an all-around newspaper man. His paper shows it and his training was of the practical kind to make him such. At a very early age he was made to feel the weight of responsibility in the care and support of his mother and younger brothers and sisters. He acquitted himself nobly. He first worked as a farmer's boy, then as a grocer's clerk, and then on the advice of his mother, as he had no time, opportunity or means to attend school, he took a position in a printing office to secure an education and a trade or calling at one and the same time. He commenced at seventeen years of age as a printer's apprentice and has been constantly in the business for twenty-six years, though now only forty-three years of age. He is a ready writer and a popular and eloquent speaker. Being a native Kansan, he is naturally a stalwart Republican and his paper is the recognized official paper of that party in both the Territories soon to become one State and to add another lustrous star to the flag of the Union. He is always fair and independent in his newspaper and numbers his friends by the thousands in both parties. His character is stamped upon Oklahoma and its institutions. He is a lover of his home and of books and has one of the largest and best selected and arranged private libraries in the country. The only wonder is how so busy a newspaper worker could find time to select and read so many books. His estimable wife fully sympathizes with his literary tastes. While in Guthrie, we were a guest at their beautiful home and they both made this editor-man to feel that it was one of their highest delights to entertain a welcome visitor. Theirs is one of the elegant homes of Guthrie and so much was added to the pleasure of our visit by the hours passed therein that we craved the privilege of presenting a picture of this home to the readers of the NATIONAL PRINTER-JOURNALIST to show something of how an Oklahoma editor lives.

The house has large, airy rooms and is most comfortably arranged and furnished, and the over five thousand choice volumes in the library look out of the golden oak sectional cases, from every wall. Sitting before the fireplace under electric lights, with the table filled with the leading weeklies, dailies and magazines, surounded by the world's best books, one feels as though he were in close communion with the greatest minds of the present and the past. It is one of the largest and most delightful rooms in the pleasant home and is so much in use by both Mr. and Mrs. Greer, that it might well be called the living room, where they live with their ever-present friends, good books and papers, and to which they are always glad to invite their visitors.

The Residence of Frank H. Greer, Proprietor and Publisher of the Oklahoma State Capital, Guthrie, Oklahoma.

To give the news, to promote education, sanitation, trade, all worthy enterprise and greater prosperity, to help the great to be greater, the good to be better, and all to be happier, are the well-established objects of every worthy, up-to-date newspaper in this land in this twentieth century. Any newspaper that falls short of these falls short of its opportunities and duties.

National Printer-Journalist

A Journal for Printing and Allied Trades

Entered at the Chicago Post-office as Second-class Matter.

BENJAMIN B. HERBERT . . . . . EDITOR

Official Paper of the National Editorial Association.

PUBLISHED MONTHLY BY THE

NATIONAL PRINTER - JOURNALIST COMPANY

OFFICE OF PUBLICATION:
1319 WEST RAVENSWOOD PARK, CHICAGO, ILLINOIS

EASTERN OFFICE:
150 NASSAU STREET, NEW YORK CITY.

WILLIAM E. HERBERT . . . . . Resident Manager, Chicago Office
BENJAMIN S. HERBERT . . . . . Secretary

SUBSCRIPTION RATES:—In the United States, Canada and Mexico, $2.00 per year, in advance; single copies, 20 cents.

Orders for subscriptions will be received by all dealers in printing material in the United States and Canada.

Remittances may be made by draft, money order, or registered letter. Make all remittances free of exchange and payable to the order of the NATIONAL PRINTER-JOURNALIST COMPANY.

FOREIGN SUBSCRIPTIONS:—To Countries within the Postal Union, 10s. 6d.

FOREIGN SUBSCRIPTION AGENTS:—International News Company, Breams Buildings, Chancery Lane, London, E. C.; F. O. Strong, 111 Fleet Street, London, E. C., G. G. Turri & Co., Melbourne, Australia; The India Printers' Agency, 249 Mint St., Madras, India; Successful Advertising Co., Bangalore, India; John Dickinson & Co., Ltd., Cape Town, South Africa.

ADVERTISING RATES PROMPTLY FURNISHED UPON APPLICATION

The NATIONAL PRINTER-JOURNALIST is unequalled as an advertising medium in its field. No attention paid to postal card requests. Information cheerfully furnished to all patrons.

Subscribers and patrons will confer a favor on the National Printer-Journalist Company by sending in the names of responsible newsdealers who do not keep the monthly on sale regularly.

Manuscript sent in for publication must be accompanied by a letter of explanation and return postage.

CHICAGO, MARCH, 1905

Advertising sense, as well as news sense, or "a nose for news," is one of the superior endowments of an all-around newspaper man, or publisher, in this age of newspaper advertising. To make advertising pay advertisers so that they will not only continue to advertise but will be able and willing to increase their advertising, is the only legitimate way to worthily win in newspaper publishing. Newspapers have come to be published so cheaply that all the gain and much of the cost of production must come from the advertising department and advertisers have a right to expect a reasonable return and profit on the money invested. It is up, then, to the newspaper publisher to make advertising profitable. It is folly to seek advertising that can not be made to bring adequate returns to the advertiser.

Having accepted an advertisement it is not only business wisdom but business honesty and a moral duty to use every possible means to make good, to earn the money received for the same. The advertiser may himself defeat the end sought by failing in persistency, in following up an advertisement until an impression is made, attention, interest and a favorable verdict won. In such a case the publisher may be released from his financial or moral obligations, but he suffers just the same through a loss of confidence and prestige, a loss that may not stop with the dissappointed and dissatisfied advertiser.

Certainly every newspaper publisher owes it to himself to be able to show a good cause for the failure to reach results and to establish his own sincerity and honesty in the unfortunate transaction, where there is an undisputed failure. The one great trouble is the impossibility of always tracing results and, next to this, is the lack of comprehension on the real object of advertising on the part of the advertiser.

All advertising should be educative, informing and convincing, and should reach those interested in the purchase of the thing or things advertised. When all these conditions are present and the advertiser is able to make good, to satisfy in the same convincing manner the expectations raised by the advertisment, no advertising can be without some results, whether these be realized in immediate sales or in sales that come later from the established reputation or fame. Those to be reached must have faith in the honesty of the paper and must be made to believe in the reliability of the advertiser.

We have frequently remarked on the injury to a newspaper, and the deterioration of the value of advertising space therein, from fake or dishonest advertising. No money can pay a publisher for printing dishonest advertising; certainly is this so if the advertising is also immoral or leads to loss by injury to the buyers induced to purchase through the advertisement.

Nearly all patent medicine advertising is known to be dishonest, misleading and fraudulent, and should be avoided as a matter of wise business foresight. We have for years insisted on the truthfulness of what is contained in this assertion and are pleased to know that the most successful newspapers everywhere are coming to this same belief and are putting this belief into practice.

Right here we wish again to remark that the newspapers owe a debt of gratitude to Edward Bok, of the *Ladies' Home Journal,* for what he has shown with regard to "Patent Medicines," for we believe that many newspaper publishers have sinned through ignorance—have done injury to their own reputation for reliability, to their business and to their trusting patrons, through not knowing what they ought to have known, as to the fraudulent character of the nostrums advertised. We hope that all newspaper publishers, who have not read the last article by Editor Bok, printed in the March, 1905, issue of the *Ladies' Home Journal,* will obtain a copy of that paper, and give it a careful reading. The facts are clearly established beyond question and some of them are astounding. We quote the following from this article: "No man has the moral right to take the responsibility of our lives into his hands unless he is willing to tell us, frankly and unreservedly, what are the ingredients or the methods he intends to employ. The highest confidence we can repose in a man is when we give our health and our lives into his hands, and, as an equal return, we have reason to expect that he shall give us his fullest confidence. This the 'patent medicine' man refuses. * * * If the public were once to know exactly what is in the average secret nostrum, the greater part of the 'patent medicine' industry of this country would see its finish so quickly that the public itself would be amazed."

Now do not the patrons of newspapers trust their health and lives into the hands of newspaper publishers when they confidingly buy and take, through their faith in the reliability of the advertising columns of the newspaper, the patent medicines advertised therein? Ought the newspaper publisher to trifle with the health and lives of his patrons, to take this terrible responsibility, to the discrediting of his own paper, and the depreciating the value of his own advertising columns, without knowing or caring anything as to the character of the nostrums advertised? But the case is worse than this, because any well-informed publisher must know that nearly all patent medicines are useless, very many of them hurtful and all of them dangerous, when self-prescribed by laymen who are entirely ignorant of the proper treatment of the disease, real or imaginary, with which they suppose themselves to be afflicted. It has been shown over and over again that these nostrums, claimed to be harmless vegetable compounds, are compounded of cheap or hurtful drugs, contain alcohol, cocaine, sulphuric acid, ether, ether oil, morphine—these, too, in remedies recommended for women, children and little babies. The *Ladies' Home Journal* editorial, among scores of other instances, gives the following: "A mother was found recently giving to her child five times daily, a teaspoonful of a certain 'purely vegetable extract,' to build her child up. But the lassitude of the child grew worse. Finally a friend offered to have 'the purely vegetable extract' examined." There was no "vegetable extract" in the ingredients, unless 41.6 per cent of alcohol could be called such. She might better have given the child six glasses of beer or six drinks of whisky a day. A "headache cure," after causing the death of a user of it, was recently found to contain an amount of chloroform dangerous to any one with a weak heart.

Earnestness is the great dissideratum in all newspaper work. "Seest thou a man diligent in his business? he shall stand before kings," was Benjamin Franklin's favorite scripture text, which it has often pleased us to quote. It should be the favorite text of every newspaper worker. Education, literary ability, style and ideas are all very valuable, but without earnestness—an ever-present consuming zeal—they will not bring success. The hustling office boy or printer's devil, without schooling and little knowledge of books but with unflagging earnestness, will outstrip the collegian, equipped with all learning and philosophy, if the latter has not his heart in his work, or lacks that earnestness which keeps one ever on the alert for attainment and winning, useful service. It is not a university education or great learning that prevents success in this most practical of callings, but the lack of that loving diligence which is necessary to success—that soul-inspiring zeal before which all difficulties vanish.

Scarcely any department of the modern newspaper is more important than that covered by correspondents who give, from week to week, the news of the different cities, villages or neighborhoods in which the newspaper is circulated. The Springfield Republican has maintained a National circulation, yet one of its strong features is its neighborhood news department. Many measures have been employed to please, interest and to make more efficient these local correspondents.

Of course no one in this world is so perfect but that there remains room for improvement. Our attention has just been called to this matter by the receipt of a letter from H. C. Hotaling, proprietor and publisher of the *Blue Earth County Enterprise,* published at Mapleton, Minn., ordering the NATIONAL PRINTER-JOURNALIST to be sent for one year to each of his correspondents, and enclosing the cash for the same. He writes: "It is an experiment, but I believe it will result in better correspondence." We believe that his expectations will be realized and we hope that each and all of these correspondents will feel free to present any suggestions, that may occur to them in their work, which they may think will be helpful to others and to make known any difficulties that they encounter and to ask questions with regard thereto.

This paper is intended, in no small part, for a mutual exchange of views, opinions and experiences, as well as to help, through suggestions and the imparting of practical knowledge.

The *Enterprise* is an excellent and successful newspaper with a splendid correspondence department, and some of the correspondents will doubtless become newspaper editors and publishers or newspaper writers on a broader scale and in a wider field. They can help others and receive help in return from those employed in like manner all over this Nation.

That the readers of the NATIONAL PRINTER-JOURNALIST get results was pleasingly brought to the notice of the publisher and editor of this paper in a letter that came in the same mail with the letter from Mr. Hotaling. This subscriber writes: "I have at all times greatly enjoyed the NATIONAL PRINTER-JOURNALIST and have taken many valuable points from it." To prove this assertion, this subscriber, who signifies that the facts may be used, shows, in figures, that, in twelve years, he has nearly tripled the value of his office and accumulated property, outside of the office, of the value, at a conservative estimate, of $9,000, and sustained, during the time, one heavy loss by fire, and he lives in a small city in the Southwest. We can help each other to greater success in our work. Of course improvement requires attention, and keeping the eyes open for new, helpful points and suggestions.

It is wise to read the NATIONAL PRINTER-JOURNALIST, as is the practice of some of our subscribers, with pencil in hand, to check every idea, suggestion, method, reproduced specimens of telling publicity or excellent composition, of advertising or job work, with the commendations or criticisms of the same, that may seem practical and adapted for use, and then go over these checked pointers from time to time and adopt them whenever the opportunity occurs. One practical plan or idea worked out and proved by another, can often be made to bring in tens or hundreds of dollars. It is all in the knowing how."

Being useful is what brings rewards. It is the basis of all compensation, and wisely the source of highest gratification and truest, most enduring pleasure. It is because a modern newspaper can be more useful to more people, every day and every week, that it should command greater ability, industry, thoroughness and painstaking care and receives higher honor, greater rewards, more of fostering care and attention, than any other agency or institution for good, usefulness and accomplishment in the community. The community that starves its newspapers, starves and weakens itself and the editor who starves his paper deserves starvation for himself.

Connecticut Editorial Association. Annual Meeting.

HON. WM. J. BRYAN PRESENT AT BANQUET.

The Sixteenth Annual Meeting of the Connecticut Editorial Association was held at the Tontine Hotel, New Haven, January 23d.

The business meeting was held at an early hour, 6:30, as the banquet was down for 7:30. Secretary and Treasurer Ela made his report, which showed a slight increase in the membership, and receipts of $133.23, with disbursements of $61.60, leaving $71.63 on hand. The election of officers resulted as follows:

President, A. S. Barnes of the Bristol *Press.*

Secretary and Treasurer, Elwood S. Ela, of the Manchester *Herald.*

Vice-presidents, Hartford County, J. A. Morse, Windsor Locks *Journal;* New Haven County, Lew Allen, Meriden *Journal;* New London County, Geo. A. Sturdy, New London *Globe;* Litchfield County, James P. Woodruff, Litchfield *Inquirer;* Middlesex County, E. L. Prann, Deep River *New Era;* Tolland County, Thos. S. Pratt, Rockville *Journal;* Windham County, A. N. Colgrove, Willimantic *Chronicle.*

Auditor, H. B. Hale, East Hartford *Gazette.*

Delegates to National Editorial Association at Oklahoma in May, C. H. Scholey, Shore Line *Times,* Guilford; W. J. Sharpe, Seymour *Record;* H. B. Hale, East Hartford *Gazette,* and these were empowered to appoint their alternates.

The matter of uniform prices for legal advertising in both dailies and weeklies was favorably discussed, also, the passage of a bill by the legislature empowering towns and cities to tax billboards. These matters were brought before the meeting by a special committee from the Connecticut Associated Dailies, and a vote was passed endorsing the plan and instructing the president to appoint a committee of five to act jointly with the visiting committee.

At 7:30 some fifty of the editors of the State, with a number of invited guests, sat down to a sumptuous banquet, the guests being members of the Associated Dailies.

The speeches which had been arranged for this occasion were entertaining, witty and uplifting in their general tone. Especially was the latter true of the speech made by the Hon. Wm. J. Bryan, who very kindly consented to visit the gathering, coming from another dinner specially given in his honor. This visit of Mr. Bryan came as a complete surprise to the editorial banqueters.

After the inner man had been satisfied, Vice-President Barnes made a witty speech of welcome to the guests of the evening, and referred in an earnest way to the educating influence of the press.

Mr. Barnes called to the chair Geo. C. Woodruff of the Litchfield *Inquirer,* who acted as toastmaster for this occasion. Toastmaster Woodruff responded briefly and called upon Thomas Dudley Warner of the Hartford *Times* to speak to the first regular toast, "The Passing of the Newspaper Bum." Mr. Woodruff, in his introduction, referred to the value of cranks in the world; every man who works out the ideas in which they believe, and in the best way, is more or less a crank.

Mr. Wells in a bright and witty way called down Mr. Woodruff for the manner in which he had made his introduction. He went on to say that the linotype machine had eliminated the dissipated compositor, and improved methods in the editorial room and the counting-room and rendered it impractical to employ any but men of good character and good habits as reporters. Nowhere was the element of personal equation more carefully considered than in Connecticut, and newspaper workers were required to be able, honest, intelligent men, responsible as to their writings and able to form correct judgment in the matter of facts.

Colonel N. G. Osborn of the New Haven *Register* responded to the toast, "Morals." He regretted that the counting-room dominated the editorial room—the passing of the old-fashioned editors, like Dana, and Greeley, and Bowles, who edited their papers regardless of the policy of the counting-room. He urged that the members of the press should be honest and fearless in the performance of their duty. The time was sure to come when selfish interests would not control the action of the editor, but he would then do his duty on the principle of the greatest good to the greatest number.

Hon. Theodore Bodenwein, secretary of state and editor of the New London *Day,* responded to the toast, "The Associated Dailies." The speaker complimented the hosts of the evening on the success of the occasion and then proceeded to present the desirability of the two associations uniting on the matter of uniform rates for legal advertising, also advocating the idea of taxing billboards, and the formulating of a law which should empower cities and towns to pass ordinances governing the same.

Perhaps, among so many excellent speeches, it may not appear to discriminate when that of Rev. Watson L. Philips, D. D., of New Haven, is referred to as the most uplifting and eloquent of the evening, in responding to the toast, "The Press and the Pulpit—Allies for Truth's Sake."

In the meantime a committee consisting of General Phelps Montgomery of the Connecticut *Farmer,* and Alexander Troup were attending to the duty of escorting to the Tontine, Hon. William Jennings Bryan, who entered the banquet hall soon after 10 o'clock. Long-continued applause greeted his entrance.

The toastmaster introduced Mr. Bryan as the owner of the largest weekly in the world. This he modestly denied, but said perhaps it had the largest circulation of its age. He had made it a weekly because he could not afford to own a daily and he believed the editor of a paper ought to own it. Only under these conditions can he say in his paper what he wants to say. Few dailies represent the conscience of any human being and hence were not as influential as they should be. Instances were referred to in illustration, where candidates opposed by all the dailies in the city, are elected. The weekly paper represents some one personality, and its utterances carry the weight and influence of the individual.

Mr. Bryan urged purity in politics. Political debauchery in this State, he said, had made the name of Connecticut a hissing and a by-word. We prosecute the poor fellow who under temptation sells his vote, but do nothing about the corporation that spends thousands to cary an election. The speaker warmly commended President Roosevelt's recommendation of compulsory publication of campaign contributions, and said if the trust which contribute a million for campaign purposes were compelled to publish the fact the publication would lose for its party more votes than the money would purchase. With other of Roosevelt's ideas he did not agree, notably those of creating a big navy and a big army. When a community can be made more peaceful by putting firearms in the hands of every citizen, then a nation will be more peaceful with a big army and navy.

Mr. Bryan saw in the development of the last few months indications of a growing sentiment against vote-buying. All parties are beginning to recognizing the assault on the purity of elections.

After Mr. Bryan had closed his speech an informal reception was had, giving all an opportunity of grasping the warm hand of Mr. Bryan.

Thus closed the finest and most successful gathering under the management of the Connecticut Editorial Association.

T. S. Pratt.

MORE WORK THROUGH PUBLICITY

BY HARRY A. WOODWORTH

Address all Communications for this Department to
349 Jarvis Street, Toronto, Canada

I AM sorry that some of the letters and specimens submitted by D. Gustafson, of Red Wing, Minn., appear to have been overlooked in the rush of getting out this department, until they are many months old. And yet the style of work done by Mr. Gustafson is a kind that should not go out of fashion in a hurry. His panel-schemes retain freshness and originality at a time when ordinary panelling is somewhat apt to pall. In a general talk on trade journal criticism, contained in a letter to Mr. FitzGerald, Mr. Gustafson seems to think that some departments are too much inclined to uniform praise. I trust Mr. Gustafson does not refer to this department, which has, however, generally, if not entirely, given uniform praise to the work of this clever compositor. I do not think he does, for he has written me expressing thanks for my reviews, so I cannot believe he thought I was trying to "jolly" him. Mr. Gustafson and others may be assured that there has never been a word of praise—or of adverse criticism—in this department that did not represent the honest opinion of the writer. And I believe the same may be truly said of every department in the N. P.-J. If it cannot be, my colleagues and myself are simply not obeying the orders of the editor. The criticisms in this department may be wrong, and many things in respect to such work as is reviewed here are, anyway, merely matters of taste. I don't believe in criticising anything merely to be nasty; but I have certainly never refrained from friendly adverse criticism where I thought a lesson could be given to the doer of the work, or to others. Of course it is not often necessary to "roast" the work of a beginner who appreciates his faults far more than his excellences. And it is a constant source of gratification to see what original and striking ideas, both in printing and advertising, come from some of these very beginners, who really do not seem to realize the latent power that their work—crude though it naturally may be in some respects—shows them to possess.

As a general rule, I reproduce and quote from different specimens of work in this department, more particularly to show some of their good points for the education of others than their originators. However, it often happens that a point can be best made by the reproduction of a poor job, or a quotation from a poor bit of advertising. This, however, does not seem to me so important a part of education (although it is certainly a very valuable one) as that which uses the good work others have done.

In all education it is deemed necessary to distinguish the bad from the good. Hence a sight-acquaintance with the bad is often of the highest educational use. Religious students are informed as to the "pomps and vanities of this wicked world;" it is extremely useful to the student of logic to be able to spot a syllogism when he meets one; the best grammars give many pages of "false syntax" in order to teach learners to use a language correctly; and it is likewise a good thing for the student of typography to know a bad job when he sees it, in order to avoid its faults. But this negative education is always considered secondary to that which shows, by example and precept, that which is good. So it is that this journal spends a large amount of money in the reproduction of work by the study of which any printer can learn to be an artist and an advertiser, and can inspire his helpers with a sense of what constitutes tasteful typography.

A brilliant red mailing card comes from the Fresno (Cal.) *Democrat*. The title on the stamp side is "Advertising Talk No. 1." The original version of the "early to bed, early to rise" advertising couplet is given in one of the lower corners. The talk on the other side is well composed, both as to type and wording. At the end a personal talk is suggested "with Davis the advertising manager."

A blotter from the Eustis (Neb.) *News* is a good example of a poor kind of composition. There are no less than seven panels, fourteen ornaments and forty-one pieces of rule on the blotter, whose entire wording is this: "Remember the Eustis *News* when in Need of Job Work. H. S. Moores, Editor." The lower part of the job has an oblong panel divided into seven spaces. It does not appear to have any motive except ornamentation, as it is not a correct seven-inch rule or anything else that is useful. The man who set this job has the ear-marks of a good workman and should develop artistic possibilities by a study of the trade journals. He would find that better advertising and more artistic composition could be produced with an immense saving in time and material. I want to hear from this compositor again when he has taken this friendly hint.

A small January hanging calendar of the Beck Engraving Co. is entirely Scottish in design. Three "brither Scots" are pledging each other in (I presume) Scotch. A bagpipe and several thistles, which look rather more like pineapples, comprise the ornamentation. The pictures are very strikingly colored, the plaids giving a very pleasing effect. On this calendar the red-letter days are January 1, 2, 3, 4, 5, 6 and 7, which is a longer period than the majority of canny Scots take for New Year's celebrations at the present time. Why is not the birthday of Burns honored by likewise being painted red?

A booklet "Concerning the *Star-Courier*, Kewanee, Ill.," has just been received. For years the annual booklet issued by that live newspaper, of which Will Curtis is the manager, becomes larger and larger. "Just a Few Words and a Few Pictures" is the announcement on the cover of the booklet, and this also appears on the title-page in the same composition. The leaves of the book are narrow, their purpose being to give information concerning the large half-tones with which the book is illustrated. The titles of the pictures are: "The Boys Who Daily Deliver the Large Edition of the Paper," "The Press Which Can Turn Out 65,000 Papers, Printed, Folded and Pasted, in One Hour," "The Battery of Linotype Machines," "The Business Office," "Where the Ad-

vertisements Are Set Up," "The Job Composing Room," "A Section of the Press Room," "The Pony Optimus Press," "One of the Job Presses Put in to Fill Up this Page."

The booklet proves an ever-increasing measure of prosperity for this live paper. Two detailed statements for the year 1904, one for the weekly and the other for the daily, are enclosed in the booklet. The Kewanee Printing and Publishing Co. have a striking idea in respect to the statements of circulation. The composition on the left hand side of their letterhead gives the names of the firm, its capital stock, etc., and ends thus: "Weekly circulation 1500, Daily Circulation ." Below this last printed line the following is typewritten—"yesterday was 3,250." Why not make a similar change in the statement of circulation of the weekly? Surely the idea is not to give the impression that, while the daily is constantly increasing in circulation, the weekly is standing still at an even 1,500.

A booklet of 16 pages and cover, 8x4, bears the title "Good Printing As Exemplified by Levey Bro's & Co., Indianapolis, Ind." On the cover, which has a buff face, is an embossed picture of a girl gathering flowers. The tint-block is violet. This makes a beautiful cover. The first, second, fifteenth and sixteenth pages of the booklet are on a heavy tinted stock, and the other pages are on the cover stock. The plate pages, which are partially printed, show a heavy impression which somewhat mars the appearance of the booklet. The combination of this expensive white stock with the cover stock does not seem particularly happy. The art-nouveau design on the title page is out of the ordinary, as such a design has to be these days. The composition is excellent, but it is the text which is the most striking part of this booklet. The tinted pages contain "The Story of the Seven Catalogues." The catalogue whose price was a little higher than the others was the one that pleased both the junior and the senior partner. The time devoted to each job in each department of this concern is measured by the calculagraph, an exact cost recorder. "You do not pay," say the firm, "for a minute's time which you do not get." The initials in the book are printed in purple and red. The red background is furnished by an art-nouveau design, which encloses a view of the Levey establishment, and over which every initial in the book is printed in purple. A scroll at the bottom contains the word "Levey." A good advertising idea.

A tastefully-printed sheet announces that C. Townsend Wells and Hollis Corbin, of Philadelphia, have no longer any connection with W. M. Ostrander and shall hereafter devote their entire time and attention to the Wells & Corbin business.

A blotter from the Times Printing Co., of Chattanooga, Tenn., contains considerably more reading matter than is usually found. It is in 12-point Jenson, and refers both to the printing and publishing departments of this concern. The introduction is suggestive of the opening verses of the "Rubaiyat" of Omar Khayyam:

> When the Golden Hunter of the East puts the Stars to flight and floods our gilded dome with a shaft of Light, its Brightness is not greater than our ambition to Excel, nor is its altitude higher than our aspiration to keep pure and unsullied a reputation as THE OLD RELIABLE, a soubriquet which has been conferred upon us for the past thirty-five years by pleased and persistent customers.

This is quite a mouthful. I presume that the dome of the Chattanooga *Times*, like that of the New York *World* and the Sultan's turret, is gilded. If this is so, and the expression "our gilded dome" not merely a fantastic allusion to the "Rubaiyat," what a splendid chance there would be for illustration in connection with this blotter! I can see it in my mind's eye, the warm sun of Tennessee striking against the shining turret. Doubtless the dome of the *Times* building is not so altitudinous as the dome of the Pulitzer building, which may even yet be called lofty, and so the figure of speech is a trifle weak. "The *Times* aspiration—to keep pure and unsullied their reputation"—it sounds like poetry—should be as high as Arcturus, to say the least. I am sure that the ad-writer has been rather hampered in his diction by the necessity of having nine lines of equal length and composition above and below the red display-line on both sides of the center panel, although the matter contains some such crisp sentences as this: "We do not importune, but our work does."

A unique and appropriate cover is that which contains a booklet advertising the Ottawa *Free Press*, the oldest evening paper in Canada. It simply consists of two slips, 7x3½, cut from a matrix of that paper. There is no fold in the cover, as there is to the pages, the parts being kept in place by ribbon passed through round holes. An oval cut in the cover shows the words "Ottawa *Free Press*," which are on the title page. Among other striking and interesting remarks the following offer is made: "We will send you free a fifty-cent illustrated view book of Ottawa, with one thousand illustrations of the City of Ottawa, and a map of the surrounding country."

Harry A. Woodworth, 349 Jarvis St., Toronto, Canada.

DEAR SIR:—I have noticed some different samples of advertising in your department of the NATIONAL PRINTER-JOURNALIST, and have derived a good deal of benefit from the department. I enclose you a couple of our letterheads and billheads. Any criticism will be gratefully received.

Material in a country office is generally limited and possibly this will excuse unmitred corners.

I do the job printing for the above office and am nineteen years old. Thanking you in advance, I remain, Yours truly,

Hillsboro, Ore. IRVING BATH.

The memo head which Mr. Bath sends has as the base of the composition two tint-blocks printed in yellow, upon which are superimposed some tasteful composition in red and black. As a specimen of artistic composition this job is particularly good, the ornamentation furnished by the tree in the center panel at the top being particularly tasteful. However, as Mr. Bath suggests, the rule-work is decidedly out of keeping with the rest of the job. Mr. Bath is undoubtedly an artist, but he has yet to prove himself a first-class mechanic. I feel sure that a little more care in respect to the rules would give results worth while. The register is likewise considerably off on this particular job. But I cannot praise too highly the hypnotic effect induced by the white spaces between the two yellow panels, set off, as they are, by heavy black rules. I should certainly advise Mr. Bath to get a mitring machine, or else to use some of the other appliances by which the effect of mitring is given, such as, for instance, the compositions for filling the joints of brass and metal rules. The Hillsboro *Independent* billhead is particularly good as to color-scheme. It is admirably whited out, and the only fault anyone could find with this job is in the rule work. The same remarks may be made concerning the letterhead of the *Independent*, which likewise employs a tint-block, and which is set entirely in Gothic. I am confident that Mr. Bath will be one of the "coming" contributors to this department. I believe that he could do wonders in the method of composition advocated by Will Bradley in the "chap books" of the American Type Founders Co. His skill in whiting out will keep him from the Scylla of over-ornamentation, into which such composition is liable to lead one, and he would also not be up against the Charybdis of crooked and poorly-fitting rules. Let us hear from you again, Mr. Bath, with something I can reproduce in this column as an example of mechanical perfection as well as tasteful composition.

An admirable blotter in green, purple, gold and aluminum, with disks of the latter colors, is received from the Berlin Ink and Color Co., Philadelphia. Black and various colors render this design a particular force which should be especially effective in advertising inks. An engraved imprint in the corner reads, "Robert H. Dippy, Philadelphia." Mr. Dippy is an old contributor to this department, and I am pleased to see that the users of his designs seem so willing to allow the use of his imprint on their advertising. It is certainly a sign of good work.

That excellent engraving concern, the Sanders Engraving Co., of St. Louis, certainly believe in printed matter as a means of advertising their own business. The most of this is to be commended in the highest manner. They have just issued a house-organ entitled "Quality," embellished with specimens of their work, useful information as regards halftones and etchings, and extracts from the NATIONAL PRINTER-JOURNALIST and other papers. A recent advertisement of theirs is a folder on black stock. I find nothing to criticise in the drawing or engraving, but certainly consider the twenty-seven long lines of 8-point, printed in dark red, to be about as unreadable, on this particular kind of stock, as anything I have seen for a long time. I have read it with considerable pains, some of them being in my organs of vision, simply because it is part of my work. The reading matter is excellently written and would make a good impression were it more legible. A recent catalogue lately issued by this company is one of the finest specimen books ever issued by an engraving firm.

A very pleasant letter from George French says that he is now, as ever, entirely a free lance, and states that he is not, and never has been, an employee of the Matthews-Northrup Works. He is special sales agent for the company, which have decided that "they will only undertake to make very fine books that have no annoying price limit." Mr. French is right in his belief that I have "an earnest desire to aid in the uplifting of printing," however humble my endeavors in this line may be.

I want it understood that I realize thoroughly that a commendatory remark regarding this department is far more of a compliment to contributors than to the conductor. I am sure the editor, who asked me to print as many letters such as the following as was possible, realizes this. I am quite as willing, also, to print any gentlemanly remarks which criticise adversely any work shown in this department, or any criticism made by its conductor. I believe a full and free discussion is welcomed in every part of this journal, both by the subscribers and the staff. A letter complimenting the department is, I consider, a tribute to those who take such a splendid active working interest in it. Without their coöperation, I know full well, the department would be small potatoes and few in a hill.

Harry A. Woodworth, 349 Jarvis St., Toronto, Canada.

DEAR SIR:—I am sending you in a separate envelope, a few specimens of my work, and I wish you would spend a little time in looking them over and pointing out the weak spots and faults. This is the first lot of samples I have ever sent out for inspection and if they prove fairly well I shall try again.

I enjoy your department in the N.P.-J. and it should surely be a winner for the paper. It is the best department I have yet seen in any of the magazines I have yet seen published for the benefit of the "fraternity." Hoping you will not overlook any odd lot of *plain* work. Respectfully,

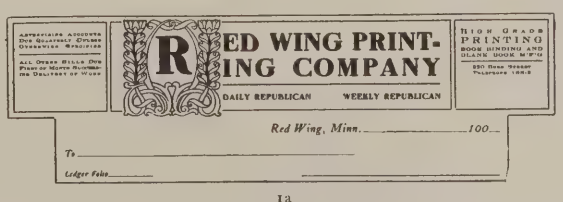
Adel, Iowa. VAN V. BOYCE.

Mr. Boyce sends a large number of samples of the work he has done for others, which are more appropriate to Mr. FitzGerald's department, and would, I believe, be more ably criticised there. I am sure that many of these would receive Mr. FitzGerald's hearty commendation. Mr. Boyce sticks largely to the idea of few series and several sizes; yet these series, which are "few" in comparison to the multitudinous and often out-of-sorts series so common in some country printing offices, are of sufficient variety to give patrons an individuality of their own, combined with the individuality of the printer. I think that if I were Mr. Boyce I should try to induce my patrons to have new halftones made, as the ones from which some of the illustrations he sends me are made appear to be pretty well worn and scratched. I notice that one job of Mr. Boyce's is not in keeping with suggestions I have frequently made in this department, wherein I suggested that the meaning of phrases was a particularly important matter in display composition. Mr. FitzGerald, upon resuming charge of the "Review of Job Work," gave particular force to this same idea in the first article which he printed in his department. He showed how a compositor made a typographical story concerning "Cook County Building," when the matter referred to the institution known as "Cook County Building and Loan Association." On this job, chastely beautiful as it was in the exclusive use of one old-style series, 24-point was used for these first three words, and the others were in 6 and 12-point. Mr. Boyce has done the same thing in his history of "Dallas County Farmers' Institute." The composition makes the tale about "Dallas County," which is in 24-point, for the important words "Farmers' Institute" are in so comparatively an insignificant a size as 10-point. It always seemed to me that the general run of Old English series had to be handled with great care when used exclusively in the composition of many lines of many sizes.

Old English, when used exclusively in a job, should follow more the style in which the original monkal old English lettering was done. And its use in modern letterheads and billhead composition in which there is considerable matter, would better be varied by harmonious faces which are more easily read. Mr. Boyce's personal letterheads and envelopes announce him as an "Artistic Arranger of the Alphabet"—which certainly seems to be an original description of and for a typographer. I should like to see something more strictly in the lines of printing-advertising from Mr. Boyce, as I have no doubt he can do work in this line for himself which will be the means of securing work to do for others.

The letterhead and envelope used by James H. Daley, in writing me from the office of the Le Sueur (Minn.) *News*, shows very striking uses of tintblocks and fine reproduction of text, to represent torn pieces of the first page of the *News*. I beg Mr. Daley's pardon for having so long overlooked a request to decide on the merits of two jobs, one of which a customer wished altered. I'll send the jobs to Mr. FitzGerald, *without* the letter. And I feel sure Mr. F's idea will be the same as Mr. Daley's, though what that is, is merely inferred from that gentleman's letter. Please forgive me, Mr. Daley, but don't forget me.

This job of Mr. Gustafson's (No. 1a) has the initials "R," "W," "P" and "C" in red on one letterhead. Others with the



1a

same design are in one color. I should like this pleasingly-contrasting job better were the second line of the firm name indented. At present it gives, at first glance, the effect of an acrostic, part of which one is tempted to read "Ring

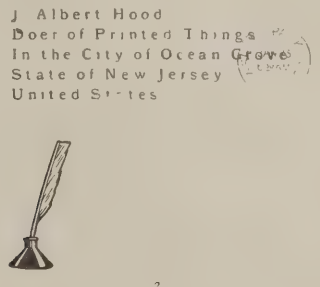
Company." The rule-work in No. 1b is hardly up to the mechanical perfection usually found in Mr. Gustafson's work,

1b

but the design as a whole is an example of originality and taste in panel work which should help to retain the popularity such composition has enjoyed of late years.

I have noted with much pleasure the work of J. Albert Hood, "the Printer-Writer-man of Ocean Grove, N. J.," in other departments of the PRINTER-JOURNALIST, but his first contribution to this department was sent in at the first of the year. It consisted of a New Year's greeting. A little later he sent me still another very gracefully-worded and printed souvenir of the New Year. Both these were evidently purloined in connection with others, as was announced in last issue. Both these will, if reproducible, be reproduced at the approach of the next holiday season—if Mr. Hood sends me them. I am glad that Mr. Hood, though he did not come "early" to my department, is now coming "often."

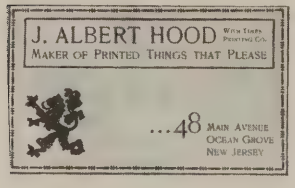
An envelope design lately received from Mr. Hood is herewith reproduced (No. 2). The spacing of Old Style Antique in a number of unjustified lines gives, to my mind, a pleasing effect. It will be noticed that the spacing between



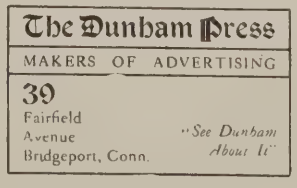
2

the words is large enough to show at a glance what the different words are. So many examples of spacing between the letters have the fault of not giving enough space between the words. The wording is in black and green, the ink bottle in red, like that of red ink, and the pen in black. Of course it took three printings to make this envelope design, but surely the effect is worth the extra time.

A robin's egg blue card is reproduced as No. 3a. The rules and ornaments are golden, and the balance is green,



3a



3b

with the exception of the leaders and the figures "48," which are in red. This emphasis of the number has been found by many to be good on a card. In connection with this a late card of the Dunham Press is shown, No. 3b. The very prominent figures are in red, as are the rules and the line "Makers of Advertising." Speaking of the number in addresses I find that the figure "3" in my address at the head of this department is of a character which is easily mistaken for a 5, even by many with the educated eye of the printer. A very large amount of my mail is returned to the postoffice, with the words "No such number," and has to be re-addressed to 349 Jarvis St. This is a point worth considering by printers and type founders.

"About Ourselves" is a booklet issued by Greenberg and Stutes, Spokane, Wash. The booklet has a buff cover printed in white. There is a square hole cut in the cover and surrounded by tasteful rule ornamentation. This is to show the first initial of the page of the booklet, which is printed in red and black on an orange stock. The initial is a particularly handsome setting to the subdued colors in the cover stock, but it is the initial "W," which does not seem to have any bearing on the wording of the cover unless it might be presumed to stand for "Washington." This initial idea would have more advertising force if it represented the initial of the firm. Of course there is more than one initial in the name of the new Spokane firm, and in this case I should almost rather have seen the initial "G," with the rest of the firm name printed on the cover next the initial. This booklet is a model of uniformity, inasmuch as it contains four pages with exactly the same number of lines. There is a red and blue initial below the heading of each page, and the surrounding rule work is in yellow. The initial is outside of the rule work, in which the only break is that before the caps of the initial word. The headlines are in 18-point of that old English known as Caslon Text. The body is in 12-point Avil. There are just sixteen lines of Avil on each page of the book, the last line being flush like the others. At the foot of each page there are four lines in 6-point Typewriter. This small talk refers to remarks about the Greenberg and Stutes Printing Company made by the Inland Type Foundry, the *American Printer,* the *Inland Printer,* and the NATIONAL PRINTER-JOURNALIST. This is a very pleasing specimen of booklet making, and is the first which I have seen from the new firm. This is a sample of the talk:

REPRESENTATIVE PRINTING.

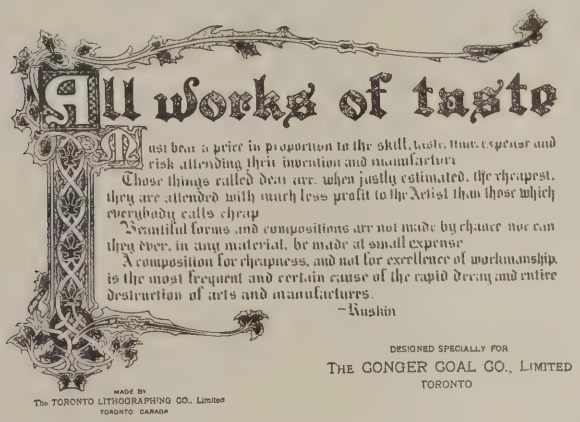
Every piece of printing produced ought to represent the business. It ought not to misrepresent. Successful printing is distinctive. It has something about it that people remember. They may not know that they remember it, but if the impression is favorable, it sticks. A man is judged by his printing. No business would think of having dirty windows and a ragged sign, but there are some really good business men who send out printed matter that would be a disgrace to a peanut stand. Our productions represent the business.

I am sorry that I cannot reproduce the pages of this particularly neat booklet, but I think I have given a pretty clear idea of their appearance. The booklet is contained in an envelope with this cover design, No. 4. The wording is in

4

orange and the ornamentation in light green. It is certainly a unique piece of composition. The sweet pea ornaments are tasteful and out of the ordinary, and have a very pleasing effect in their original colors.

I have received a sheet which, in handsome old English lettering, makes use of the words of Ruskin which were quoted in a recent installment of this department (No. 5). I have seen this used during the last month in various specimens of printing-advertising. It seems to be a particularly happy quotation to apply to the advertising of printing. But a remarkable fact about the slip here shown is that it is issued by a firm which deals in *coal!*


All works of taste
must bear a price in proportion to the skill, taste, time, expense and risk attending their invention and manufacture
Those things called dear are, when justly estimated, the cheapest, they are attended with much less profit to the Artist than those which everybody calls cheap
Beautiful forms and compositions are not made by chance nor can they ever, in any material, be made at small expense
A composition for cheapness, and not for excellence of workmanship, is the most frequent and certain cause of the rapid decay and entire destruction of arts and manufactures.
—Ruskin
DESIGNED SPECIALLY FOR
THE CONGER COAL CO., LIMITED
TORONTO
MADE BY
The TORONTO LITHOGRAPHING CO., Limited
TORONTO CANADA

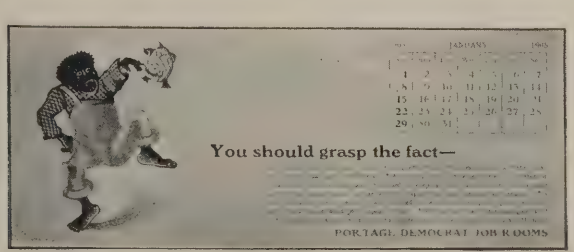
5

Harry A. Woodworth, 349 Jarvis St., Toronto, Canada.

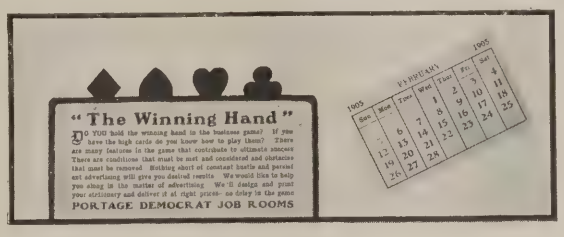
DEAR SIR:—Herewith I enclose you two blotters that I have gotten out. This is the first time I have submitted anything to your department and a few words of explanation are doubtless in order. A country shop, you know, can never spare the money to have plates made for anything in the way of advertising matter, and in my case I find that I seldom have any time to devote to that kind of work, anyway. I started in this year, however, intending to get out a blotter each month of the twelve, and by utilizing my few idle moments and putting in a little time evenings I have succeeded in completing those for January and February. These have cost the shop nothing save the paper and ink. On the January blotter the "nigger" was printed from one plate by pasting sheets to the grippers and cutting out for each color. The heavy violet panel on the February blotter was cut from a patent medicine electro and mounted on a wood base. The tint-blocks were made from some old pieces of pressboard that came as packing in a box of patent medicine electros. The card indices I fished out of an old case of ornaments and various odds and ends that were found in the shop. Necessity is the mother of invention, you know, and by utilizing the almost useless things I have "conjured up" these blotters, and have had calls for more than the edition printed. Will continue to send you each month's effort. Whatever criticism you have to offer will be kindly received. The letterhead is one of mine. I am a reader of the NATIONAL PRINTER-JOURNALIST and am always interested in your department. Yours very truly,

Portage, Columbia Co., Wis. JACK EVANS.

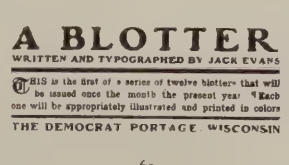
Few letters from new contributors to this department, enclosing samples, have given me so much pleasure as this. The man who can evolve such work as that of Mr. Evans, from such a lack of material, would have found some way to have run a printshop on the Island of Juan Fernandez had he been placed in the position of the prototype of Robinson Crusoe, with only a man Friday for solicitor and "devil." The successor of Friday depicted on one of the blotters (No. 6a) is as remarkable in his simplicity of attire as Joseph must have been in his "coat of many colors." However, his raiment has but two colors—red for the shirt and purple for the trousers—but these are very striking in their intensity. He casts a green shadow, and the turtle is a green turtle—olive green. I do not, as a general rule, care a great deal for such combinations of headline and comic picture as that on this blotter, but I have made an exception in this case. The really striking colors of the picture add to the value of the card as an advertisement, besides increasing its comicality. I certainly hope that the camera will grasp this job, although the calendar, with the exception of the Sunday figures, and the text, with the exception of the catchline, are in purple. But it is a strong purple, and is effectively whited out on a white stock. The Sunday figures and the heading are in red, as is the second rule. That Mr. Evans is a mechanic is well shown by the rule-work on this job, especially as the purple lines, which seem to me to be excellent, call for first-class rule composition. Note particularly the elimination of the periods from this design. On No. 6a the quadding after the final word of the sentence and before the paragraph seems to be just about right to give a good effect to a job in which the periods are left out. I like the omission of the periods in this job better than in No. 6b, although I can really find no artistic fault with the scheme on the other piece of work. And it seems to be about as tasteful in omission of punctuation as are many of the jobs which omit hyphens at the end of lines, etc. On the "winning hand" blotter, the reading matter and calendar are printed over gray tint-blocks. How the tints are secured is explained in Mr. Evans' letter. The playing-card characters are in their usual red and black, and the talk and the calendar, with the exception of the word "February," the Sunday figures and the "22" which represents George Washington's birthday, are in green, as is the heavy rule surrounding the whole job. The balance of the calendar is in purple, as is the irregular border round the talk. I like the rudeness of the heavy violet panel as contrasted with the preciseness of the surrounding panel. I must congratulate Mr. Evans upon reaching, in his first effort as a contributor to this department, a very high position among its artist contributors. This is all the more worthy of praise because of the lack of material which he naturally has to contend with in a town the size of Portage. His work should be an inspiration to many others who have thought their field too small to emulate the productions of the leading typographers, or to originate work of which they need not be ashamed. I want Mr. Evans to send more samples and write more letters.



6a



6b


A BLOTTER
WRITTEN AND TYPOGRAPHED BY JACK EVANS
THIS is the first of a series of twelve blotters that will be issued once the month the present year. Each one will be appropriately illustrated and printed in colors
THE DEMOCRAT PORTAGE, WISCONSIN

6c

The envelope in which the January blotter was enclosed had No. 6c as a corner. The rules and the initial "T" were in red, and the balance in purple.

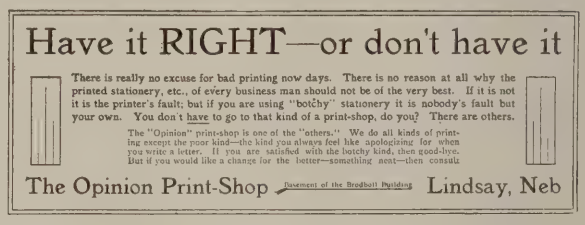
A Toronto tailor made use of a timely idea in connection with the recent Toronto municipal contest (No. 7). It closely followed, as to color, type, etc., the style of the cards of the candidates who took this method of soliciting votes. It is reproduced as a hint to hustlers for local advertising like Mr. Shaw and Mr. Coyle.

7

Neatness—that is the typographical keynote of the house-organ *Suggestions,* issued by the Freegard Press, St. Louis. Pithiness—that is the keynote of the articles it contains. At the bottom of each page is an advertising aphorism. But these are hardly more concise and clear than the articles on publicity and printing, which the little volume contains. An article entitled "Fittedness" refers to the preparation of catalogues, etc. Another article entitled "The Paper," contains just the kind of hints which many advertisers are looking for. It would be hard to conceive a more concise article on the subject, which is one in which printers are finding really careful advertisers are taking a considerable interest. There is a commendable absence of technicality—the public are being written to—and it is sure that such a frank and intelligent "talk" will not only teach the ordinary advertiser a good deal about paper, but will also convince him that the Freegard Press are a firm to whom it is safe to entrust an advertising job. The frontispiece of the January number is reproduced as No. 8.

8

There is a clear-cut appearance about this blotter (No. 9). The ad-writing is good. But why not take especial care in the proofreading of such a job as this? "There's really no excuse" for "now days." Such an abbreviation as "Neb" would be much better with a period after it. Would not some ornamentation of a more ornamentative nature than the inner panels have been better? They would counteract the tendency to too much white, and would look better within the large panel. The heading is forceful—an example of making type help to tell the story. The heading, the inner panels and the 10-pt. are red; the balance is blue. The job is printed on several colors of stock.


Have it RIGHT—or don't have it
There is really no excuse for bad printing now days. There is no reason at all why the printed stationery, etc., of every business man should not be of the very best. If it is not it is the printer's fault; but if you are using "botchy" stationery it is nobody's fault but your own. You don't have to go to that kind of a print-shop, do you? There are others.
The "Opinion" print-shop is one of the "others." We do all kinds of printing except the poor kind—the kind you always feel like apologizing for when you write a letter. If you are satisfied with the botchy kind, then good-bye. But if you would like a change for the better—something neat—then consult
The Opinion Print-Shop
Basement of the Brodbolt Building
Lindsay, Neb

9

With each job sent out by Ward, the Printer, is a slip of buff or yellow stock which shows the true spirit of the publicity which has as its aim getting close to the public.

WE THANK YOU FOR THIS ORDER, AND TRUST THAT IT WILL BE ENTIRELY SATISFACTORY
ANY FURTHER ORDERS WITH WHICH YOU MAY FAVOR US WILL BE APPRECIATED AND WILL RECEIVE PROMPT AND CAREFUL ATTENTION
VERY RESPECTFULLY
WARD, THE PRINTER,
Printing and Engraving
34 CLARKE STREET NEWPORT, R. I.

10

(No. 10.) The courteous wording and apparent anxiety to satisfy should do much in that important part of publicity whose object is the Retaining of Customers. The initial is embossed in gold, shaded with green.

Harry A. Woodworth, 349 Jarvis St., Toronto, Canada.

DEAR SIR:—Many months have passed since I have submitted any of my work to you for criticism. But having a few specimens of my own "publicity" upon which I would like to have an able critic pass judgment, I enclose them herewith for your observation. My absence from your "publicity circle" does not indicate that I have given your excellent department of the N. P.-J. the "go-by." Oh no! I have been continually "loading up" with the many good things read and seen therein. Thanking you for past courtesies, and in advance for compliance with request contained above, I am, Yours ever,

Streator, Ill. L. WIETLISPACH.

A strip of new violet stock, folded three times, contains on the title page in black and aluminum this title. "A Few Pages of Toots, Tooted by Wietlispach, The Printer, Streator, Ill." The circular which this covering encloses is on an opaline stock, printed in dark blue and light brown. On the inside of this sheet, placed where one sees it on unfolding the cover, are these words, in that peculiar foreign italic, which has formerly been the mark of individuality in Mr. Wietlispach's work: "He who tooteth not his own horn, the same shall not be tooted." I should like to reproduce the three panels that make up the design of the inner part of this circular. Toots No. 1 and 2 are blown in regard to two contests run by the *Inland Printer.* Toot No. 3 and No. 4 refer to the blushing honors which were showered upon Mr. Wietlispach in two contests in the NATIONAL PRINTER-JOURNALIST, in one of which he secured tenth prize, and in a later one of

which he was awarded first prize with a score of ninety-nine points and a certificate of excellence. In caps with an appropriate initial he says:

I was the only printer in the world whose name appeared among the leaders in four successive contests conducted by the two magazines that have come to be looked upon as the text-books of artist printers, publishers and newspaper makers of all countries. This ought to be some slight evidence that I know my business, and when I say I do *good printing,* I have the papers to back it. If you need any job printing, 'phone me (Independent 98). I would like to talk to you about it.

L. WIETLISPACH, Streator, Ill.

Below this short advertising talk are two letters from the American Type Founders Co., and Barnhart Bros. & Spindler, in which mention is made concerning Mr. Wietlispach's standing in the contests conducted by the two journals. The composition of this job is admirable. The ornamentation consists of two butterflies on the inner sheet and a lion rampant on the cover. In such a job as this it seems to be a pity that there were not available some of the ornaments which represent "a tooter a-tooting," such as are, I believe, in the specimen books of the Keystone Type Foundry. Mr. Wietlispach's English is open to criticism. He says, for instance, that "there *was* 143 contestants," and he uses "would" for "should." In the latter matter the language is so subtle as to lead many students of English astray. The phrase, "those who emulated for supremacy" is not a particularly happy one. It is quite possible that English is not Mr. Wietlispach's mother-tongue, but that should make him all the more careful in his advertising writing. Specimen No. 11 is a new note-head of

11

Mr. Wietlispach's. The rules are in light brown, and the balance in black. The ornamentation is reminiscent of some of this gentleman's earlier work, and gives a pleasing individuality to the style he has adopted in connection with the new faces he has secured.

A New Year's card, which is sent by this gentleman, has the endorsement: "This is not original, I got the inspiration from your department in the N. P.-J." I acknowledge the success of Mr. Wietlispach's inspiration, and I must say that, although he has taken a hint from the New Year's card of the Union Bank Note Co., of Kansas City, Mo., he has gotten up a design which is strikingly original. And I hope the color of the stock will be so bleached by next December that I will be able to reproduce it as a hint to others who may make as good use of it as Mr. Wietlispach did of the former reproduction.

I do not know whether the makers of the Monotype pay for the printing and distributing of the square card upon which the advertisement signed "Wright & Joys Company" appears (No. 12). However, even if they did not do so it is

THE "MONOTYPE"

lately installed by us, is the greatest saver of money and the best producer of good work ever placed in any printing plant. Write us for specimens of its work, and get our prices on your next order.

WRIGHT & JOYS COMPANY

12

still a good advertisement for that live Milwaukee firm. This is an out-of-the-ordinary advertisement as to size and shape. It is printed on a superior quality of Bristol board. The rules and ornaments are in bronze red, and the balance in green. This makes a rather catchy distribution of color.

[Written in violet ink, as are all Mr. Pirsch's letters.]

My dear Harry A. Woodworth, 349 Jarvis St., Toronto, Can.

[I like this style of address.]

How are you, and how is the world using use? My sincere wishes for a prosperous year.

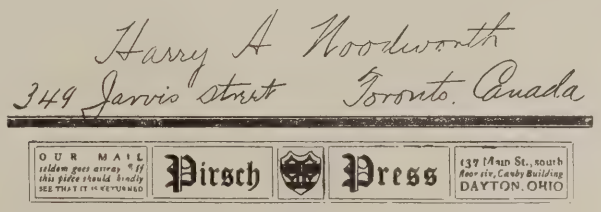
How do you like the invitation, also envelope? Believe me,

Sincerely,

Dayton, Ohio. WM. CARL PIRSCH.

As to the invitation, it is one which I wish to consider in an article on invitations which I have been engaged to write for another trade journal. In the meantime I do not mind telling Mr. Pirsch that I think it is all right.

Despite the fact that the envelope is printed in purple, I am going to ask the engraver to try to reproduce it as No. 13.


Harry A Woodworth
349 Jarvis street Toronto. Canada
OUR MAIL seldom goes astray. If this piece should kindly SEE THAT IT IS RETURNED
Pirsch
Press
137 Main St., south floor city, Canby Building
DAYTON, OHIO

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The heavy rule is set off by two light rules. This is also the color scheme of the bands of the double "P" mark. The design is of the entire width of the bottom of the envelope. It seems to me that the space devoted to the sentences, "Our mail seldom goes astray. If this piece should, kindly see that it is returned," might have been better employed in an advertising talk. It is simply an admonition to the post office, which the post office will probably not read, as it has merely the appearance of an advertisement meant for the general public. The post office does not need this advice when the address is so plainly printed.

A brochure which is, to my way of thinking, a more artistic adaptation of olden ideas to modern instances than the latest number of the *Chap Book,* is the beautiful "White Book," of which the cover-design, with its Missal capitals is shown as No. 14. Some of the initials are in red, and others

The White Book which is also called the Book of Cloister
Wherewith are Shown the Flemish and Missal Capitals
Thereafter follows the French Book of Grasset the whole
Rubricated with divers Borders from the old Wood Block
Prints by Wynken de Worde ~ Imprinted Anno Domini
MCMIV from Types Cast at the Foundries of the
American Type Founders Company, U.S. America

14

in light blue, which I hope will reproduce sufficiently to show the general plan of the design. The colors are distributed with great taste. The design is at the top of an Old Stratford Parchment cover-page. The old-time printers of "Morte d'Arthur" would surely be pleased with the White Book, full, as it is, of artistic suggestions as to Old English composition.

This card of Mr. Ewing, with the Robertson Printing Company, St. Louis (No. 15) might be given some idea of by means of a halftone, though most of Mr. Ewing's jobs are hopelessly unreproducible. It is certainly a striking in-

stance of modern ornamentation. The card is of black cover stock, in aluminum and red and green. The flowers on the

15

white tint-blocks are red as to blossoms, green as to stem and leaves, and the lower rule has a red magazine rule printed over it. It's a card that will be looked at.

Harry A. Woodworth, 349 Jarvis St., Toronto, Canada.

DEAR SIR:—Believing that you appreciated my efforts on my first advertising novelty (the barber card), I herewith enclose another one. The first was not a success. I printed fifty, took one to the barber. He laughed and said it was pretty good—asked me if I had any more. I told him yes. Whereupon he took a nickel out of his pocket, told me to go and have a smoke on him and fetch the cards over. It is needless to say he has not got the cards yet.

I put one of the cards in our window and watched the results for a few days. Two traveling salesmen stopped, read the card, then came in and told me it was one of the best barber ads they had ever seen. Another stranger with about two weeks' growth of beard on his face stopped to read. I followed him when he left and he went direct to the shop advertised. Citizens of our town have told me, after reading the card, that never would they shave themselves again. Am satisfied that the card is a business-getter, but don't care to give this particular barber the benefit of the scheme. It is good anytime, anywhere.

However, I was not entirely discouraged, but set to work at once upon No. 2 and it was a howling success. Have cleared over $25 to date and am not all sold out yet. My only expense was 25 cents for a bottle of liquid glue. The jingles I wrote myself. The wall-paper covers cost nothing, as druggists and paper hangers always have any amount of old wall paper sample books lying 'round. The stock for the printed pages came from the waste pile in the stock cupboard, so of course that cost me nothing. My employer is a right good fellow, so I gave him two page ads in the rear of the book. Most of the work was done on my own time, except one day for composition, and a half-day to dispose of the finished product.

Even at that you can hardly say that we lost much time, for we ran the poem in the paper that week. It killed three columns of space and made fairly interesting reading matter for non-resident subscribers who were well acquainted here. Each cover was different, and I tell you it was a gaudy display. I might have printed the title on the cover, but then it would have looked like a "chap book," and that is something I haven't got used to yet, although I notice some of the leading printers' journals are advocating the "chap book" as quite the correct thing. I did no soliciting till I brought the booklet round for sale. It was quite a risk but ended in a howling success. * * *

Yours truly,

Mayville, N. D. DELL SHAW.

It will be noted that Mr. Shaw's dealings with the barber are different from the experience volunteered by Mr. Coyle for the January number. It will be remembered that he said:

> Another of my ideas that has proven to be a very successful one with me is to get out the plan of some catchy advertisement and take it to the customer and show it to him. If he wants it, all O. K., if not, I am out scarcely anything, but I have yet to find the first customer to turn me down on this kind of proposition.

Barbers are not a class that have fully awakened to the benefits of advertising by means of breezy, argumentative talk, such as that used in Mr. Shaw's card. They stick to the olden method of publicity, employed in the ancient days when their profession was an adjunct to that of the surgeon, and when the barber's pole advertisement was designed, in which the red part represented blood, and the white part the bandage.

The clever editor of the *Practical Barber,* a St. Louis journal, endeavored for several years to overcome the tonsorial prejudice against modern advertising, but I am afraid he did not make a great success. I have found in my case, through conversation in a barber shop with artists who were engaged in removing the cuticle from my tender chin, leaving, however a considerable portion of my stubbly beard, that they made up for the suffering by giving me some of the best tips I ever secured as to possible "scoops." But though I have generally found barbers ready to put a small card in any combined advertisement, there is very little anxiety among them to do advertising after the manner of the butcher and the baker, to say nothing of the clothier and the laundryman. Sir Richard Arkwright with his card, "Come to the Subterraneous Barber. He shaves for a penny!" was an advertiser far ahead of his day, but he soon gave up the barbering business and went to inventing. The "No. 2" to which Mr. Shaw alludes is a brochure of 32 pages and cover, three by about five inches. This is contained, as Mr. Shaw suggests, in a wallpaper cover. As each of the covers is different, each book is an edition de luxe, which would make the Roycrofters of East Aurora, N. Y., and the Boy-Grafters of Evanston, Ill., throw a fit of rhododendron-green-eyed envy. The particular cover which I received is a buff-laid, printed in white and gold, with a laurel wreath on the front cover, and a brilliant margin on either side of the fold. And yet it is not pretty—it is simply odd. I do not know whether the "chap book" design, in connection with the wallpaper samples, would have improved the cover or not, but I believe that the old-time whimsicality of the chap books would be appropriate to the setting of this booklet, which is entitled "When Yankee Doodle Came to Mayville. What He Saw, What He Did, When He Saw." The last part of the title is almost as thrilling as the well-known enigma "Why is a hen?" The poem, which comprises most of the booklet, resembles one which I wrote probably thirteen years ago, inasmuch as it brings in the names of the local dealers of the place. Specimens of the verses follow:

When Yankee Doodle came to town,
You bet he was a dandy.
First he went to Nelson's store,
Said it was right handy.

The Pure Food Store received a call.
Old Yank said, "I'll be beat,
I never thought to find a store
So tasty and so neat."

["I'll be beat" is not, in this connection, a particularly good advertising expression, any more than the famous one of the musical instrument dealer, "Our drums can't be beat." The impression that one would be "beat" by dealing at the Pure Food Store may not be particularly pronounced, but it is there.]

Of course the Laundry got a call,
He found it run by steam,
Equipment new, was large, complete
And scrupulously clean.

Old Yankee sent a bundle there,
And back it came next day,
Everything washed sweet and clean,
It was the laundry's way.

His underwear it did not stretch,
The shirts wan't torn or burned,
No saw edge did the collars have,
No streaks, but neatly turned.

[Possibly it shrunk.]

[These last few lines are somewhat faulty in diction, but

Plate Script

14 Point Plate Script
8 A 34 a $3 75 Extra L. C. 34 $2 45

Fourth Grand Annual Reception and Ball
1234567890

18 Point Plate Script
8 A 24 a $4 25 Extra L. C. 24 a $2 40

Golf Player 23 Great Exhibition

24 Point Plate Script
5 A 16 a $4 75 Extra L. C. 16 a $2 75

National 95 Champions

36 Point Plate Script
4 A 14 a $6 25 Extra L. C. 14 a $3 75

Musical 78 Serena

48 Point Plate Script
3 A 10 a $7 00 Extra L. C. 10 a $4 00

Finest 6 Conce

Plate Script. No. 2

14 Point Plate Script No. 2
8 A 28 a $3 75 Extra L. C. 28 a $2 45

Graceful Dancing Fourth Les
1234567890

18 Point Plate Script No. 2
8 A 21 a $4 25 Extra L. C. 21 a $2 40

Twelfth Athletic 45 Meet

24 Point Plate Script No. 2
5 A 15 a $4 75 Extra L. C. 15 a $2 75

Refreshments 8 Serv

36 Point Plate Script No. 2
4 A 12 a $6 25 Extra L. C. 12 a $3 75

Wedding 54 March

48 Point Plate Script No. 2
3 A 9 a $7 00 Extra L. C. 9 a $4 00

Card 6 Euchre

PLATE SCRIPT NO. 2 LOWER CASE WILL LINE WITH PLATE SCRIPT CAPS.

Marshall Brothers Co.
Importers of
Leather Novelties
15 Sealskin Street Boston, Mass.

The Graduating Classes
of the
National College of Law
cordially invite you to be present at their
Annual Commencement
Thursday evening June the fourth
nineteen hundred and five
at eight o'clock
Rodgers Theatre
Bloomfield

Barnhart Bros. & Spindler
Type Founders
Superior Copper-Mixed Type
187 Monroe Street Chicago, Ill.

Plate Text No. 3 Series

8 Point Plate Text No. 3 u
8 A 30 a $2 00 Extra L. C. 30 a $1 20

It Has Always Been Our Motto That
The Best Was None Too Good For Our Customers
1234567890

10 Point Plate Text No. 3 T
7 A 28 a $2 25 Extra L. C. 28 a $1 40

Superior Copper-Mixed Type
Cast on the Point Lining System is Best 26

12 Point Plate Text No. 3 T
6 A 26 a $2 50 Extra L. C. 26 a $1 55

This Letter is Suitable for
All Kinds of High Grade Printing 34

Wisconsin General Agency
Hardcash Insurance Company
of New Hampton
HERBERT MIDDENDORF & COMPANY
GENERAL AGENTS

REPRESENTED BY
GEORGE DUNCOMB

COLUMBUS BUILDING
ROCKFORD

SET IN PLATE TEXT NO. 3 AND PLATE GOTHIC

ALBERT FIREBUG, PRES. JOHN BUTTERFIELD, SEC'Y AND TREAS. H. E. POLICYWRITER, VICE-PRES.

Secretary's Office
The New Zealand Underwriters Insurance Company
Suite 785 and 786
Commercial Insurance Building

Telephone, Black 41144

Burnwell, ... *190*

14 Point Plate Text No. 3 T
6 A 20 a $2 75 Extra L. C. 20 a $1 55

Southern Golf Clubs Defeated 93

16 Point Plate Text No. 3 T
6 A 18 a $2 75 Extra L. C. 18 a $1 50

Skating at all the City Parks 81

18 Point Plate Text No. 3 u
5 A 16 a $3 00 Extra L. C. 16 a $1 65

Warm Summer Evenings 75

24 Point Plate Text No. 3 u
4 A 10 a $3 25 Extra L. C. 10 a $1 60

Printing Machines 28

30 Point Plate Text No. 3 T
3 A 10 a $3 85 Extra L. C. 10 a $2 10

Fine Job Printing 5

36 Point Plate Text No. 3 T
3 A 8 a $4 60 Extra L. C. 8 a $2 30

Winter Resort 3

Plate Text No. 3 and the Plate Scripts shown on the preceding page, kept in stock and sold by the following Houses and Dealers:

Great Western Type Foundry, Kansas City, Mo.
Great Western Type Foundry, Omaha, Neb.
St. Louis Printers Supply Co., St. Louis, Mo.
Minnesota Type Foundry Co., St. Paul, Minn.
Southern Printers Supply Co., Washington, D. C.
Pacific Printers Supply House, Seattle, Wash.
Barnhart Type Foundry Co., New York
A. G. Elliot Paper Co., Dallas, Texas
Golding Mfg. Co., Boston, Mass.
Golding & Co., Philadelphia, Pa.
R. W. Hartnett Co., Philadelphia, Pa.
E. C. Palmer & Co., New Orleans, La.
The Southwest Printers Supply, Los Angeles
Gether-Drebert-Perking Co., Milwaukee, Wis.
Heybach-Bush Co., Louisville, Ky.
Thos. E. Kennedy & Co., Cincinnati, O.
Pacific States Type Foundry, San Francisco
Miller & Richard, Toronto, Ontario
Fundicion Mexicana de Tipos, City of Mexico, Mex.
Wesselhoeft & Zimmerman, London, England
Gordon & Gotch, Melbourne, Australia
Liberty Machine Co., N. Y., So. and Cent. America

ON UNIVERSAL TITLE LINE
OF NICKEL-ALLOY METAL

KEYSTONE GOTHIC

A STERLING SERIES OF LINING GOTHIC MADE IN 18 WELL GRADED SIZES. PRICES AND SCHEMES SHOWN ON NEXT PAGE

KEYSTONE TYPE FOUNDRY

PHILADELPHIA AND NEW YORK

BOSTON :: CHICAGO :: RICHMOND :: ATLANTA

LONDON AGENTS: SOLDAN & COMPANY

KEYSTONE GOTHIC SERIES

MADE OF NICKEL-ALLOY METAL ON UNIVERSAL TITLE LINE

6-POINT No. 1

MINERS SEEKING CLAIMS THAT PAY IMMENSELY
FORTUNE IN PRECIOUS GOLD STILL BURIED IN THE EARTH
SHOWING FIGURES 1234567890

6-POINT No. 3

GREAT INTEREST IS MANIFESTED
CONTESTS FOR THE STATE CHAMPIONSHIP
12,534 PEOPLE ATTEND

8-POINT No. 1

SHERLOCK HOLMES CALLED
DISAPPEARANCE OF A MERCHANT

10-POINT No. 1

MADE FORTUNE
ENERGY AND AMBITION

12-POINT

MERITORIOUS
PROFICIENT BAKERS

14-POINT No. 1

ENTHUSIASTIC
AUDIENCE SHOUTED

14-POINT No. 2

FOREIGNER
STUDIES FRENCH

PRICES

6-Point No. 1	30A	$1.00
6-Point No. 2	28A	1.00
6-Point No. 3	22A	1.00
6-Point No. 4	20A	1.00
8-Point No. 1	20A	1.25
8-Point No. 2	18A	1.25
10-Point No. 1	16A	1.40
10-Point No. 2	16A	1.40
12-Point . . .	12A	1.50
14-Point No. 1	12A	1.75
14-Point No. 2	10A	1.75
18-Point . . .	9A	2.00
20-Point . . .	9A	2.25
24-Point . . .	7A	2.50
30-Point . . .	6A	3.10
36-Point . . .	5A	3.75
42-Point . . .	4A	4.50
48-Point . . .	3A	5.40

COMPLETE SERIES
$37.80

6-POINT No. 2

THE UNITED STATES MAIL-COACH ROBBED
BURGLARS CAPTURED IN MAIN RAILROAD STATION
$1,234,567,890 RECOVERED

6-POINT No. 4

PHYSICAL CULTURE EXPONENT
NOTED ATHLETE PERFORMS NIGHTLY
HIS SALARY $395,36

8-POINT No. 2

FRIGID WEATHER STAYS
COAL DEALER BECAME BUSY

10-POINT No. 2

DISTINGUISHED
NOTABLE PERFORMER

EXCLUSIVE EASTERN AGENTS FOR THE
MISSOURI BRASS-TYPE FOUNDRY COMPANY, ST. LOUIS, MO.

KEYSTONE TYPE FOUNDRY

PHILADELPHIA AND NEW YORK

BOSTON :: CHICAGO :: RICHMOND :: ATLANTA
LONDON AGENTS: SOLDAN & CO.

18-POINT

MARKET REPORT

20-POINT

TEACH HEROISM

24-POINT

YOUNG BIRDS

30-POINT

MINED FORT

36-POINT

USEFUL GOTHIC TYPE

42-POINT

ROMAN CHARIOTS

48-POINT

WHITE HORSE

SAINT LOUIS
NEW YORK

INLAND TYPE FOUNDRY

BUFFALO
CHICAGO

INVENTOR AND MANUFACTURER OF THE CELEBRATED
STANDARD LINE UNIT SET TYPE

TO OUR CUSTOMERS, PRESENT AND PROSPECTIVE:

This month we show two new series, the Condensed Title Gothic No. 11 and the Smith Premier Typewriter No. 1. Both faces are intended to meet the everyday needs of the printer, and their general utility is apparent at a glance. In the Condensed Title Gothic No. 11 our designers have shown that, even in a Gothic, beauty of line and proportion need not be lost, and the perfect grading of color in the various sizes is typically Inland. The series combines force with dignity and durability, and is a valuable addition to our family of Gothics.

Among printing specialties, none has grown so rapidly as the "process letter," and the progressive printer has materially added to his income by catering to this class of work. As the advertising public becomes better acquainted with the value of this method of publicity, it demands "real reproduction". We already have quite a number of typewriter faces on the market, and now add an exact fac-simile of the characters used on the Smith Premier. Like the Oliver, the matrices have been cut from the original punches furnished by the manufacturers of the machine, enabling the printer to give his customers "the real thing" in a process letter. The demand is going to be large, and the first to avail himself of its possibilities will have a distinct advantage.

INLAND TYPE FOUNDRY

The above circular is printed in imitation of "process letter," while these lines are printed direct from type.

SAMPLE SHEETS AND PRICE LIST OF BOTH FACES WILL BE FORWARDED ON REQUEST

ELEVEN years ago The Inland Type Foundry originated its system of type-making—**Standard Line and Unit Set**—saving the printers a vast amount of time. Today this is the only type foundry having all its types on one system. Let us show you where you can increase your bank account; we have shown your competitors

TYPE WHICH IS NOT STANDARD
LINE IS DEAR AT ANY PRICE

certainly give good points in respect to the advantages of patronizing a particular laundry. The localism "wan't" would be all right were the poem intended as dialect verse, but as it is not, it would seem better to use the abbreviation "weren't."]

[The first and second verses quoted below, and the fourth, fifth and sixth are examples of killing two advertising birds with the one stone.]

While stopping at the Cady House,
He asked the waitress sweet,
"Where did you get this lovely steak?—
I'm sure it can't be beat."

"We buy from A. Mathiason,"
She sweetly did reply,
"And if you're coming to this town,
From him you ought to buy."

A lunch he took at Sabin's place,
(In French they say Café),
For things were fixed right up in style—
The decorations were gay.

Oh, my! the things they had to eat,
Such bread, and oh, such cake;
Old Yankee said they tasted like
His mother used to make.

And afterwards he talked with Sam
(I think it was an hour),
Then he learned the bread and cake
Were made from Peerless Flour.

[That portion of the poem which alludes to the *Farmer* will be of interest to the readers of the N. P.-J.]

You bet the *Farmer* got a call.
He said, "I like your town;
Just put my name upon your list,"
Then twenty "plunks" laid down.

The sight of such a pile of "mon,"
And all at once, by gosh;—
The editor grew sick and faint,
That's true—it ain't no josh.

["At sight" would be an improvement. Or does it sound too much like the drafts an editor is wont to receive?]

Old Yank said, "I've called on all
Who advertise with you,
And found they were a right good lot,
And full of business, too."

He said, "I like the *Farmer,* and
I've also heard it said"—
He heard a gasp and looked around;
The editor was dead.

For he had slowly starved to death;
His readers did not pay.
And now his soul's in Paradise—
We hope so, anyway.

[The last verse is as follows:]

That day the train was very late.
He went the Cummings way,
And Newton furnished him the rig.
That's all, kind friends, good-day.

At the bottom is this note: "Of course there are other business firms in Mayville, but as only those carrying ads in the current issues of the *Farmer* were eligible to mention in the jingles, they had to be omitted."

I remember that the verses of mine, to which I alluded, recorded the life and tragic death of two young housekeepers, beginning with the physicians who announced their births to the local newspapers and ending with the undertaker who laid out their "corses," which is poetical for "stiffs." This was the last verse:

L'ENVOI.

This pair, so sensible and good,
So saving and so wise,
O'er them a tombstone should have stood—
It really, really, really should—
But not a marble cutter could
We get to advertise.

My verses were bargained for in the contract in connection with display advertising, and a story, and editorial squibs, which made up the rest of the paper. But Mr. Shaw's verses were evidently a complete surprise to the parties who are mentioned in them when brought out in book form and likewise in the paper. The balance of the talk is devoted to the City of Mayville. There are lists of the city officials and of the lodges and churches. Another commendable paragraph in the book is devoted to a list of industries which would be likely to find a "good opening" in Mayville. One of the two pages of straight advertising which Mr. Shaw devoted to the *Farmer* is here shown as No. 15. The wording may not be

Swallows
murmur,
depths
are
dumb,
put
an
ad
in
The
Farmer,
and
watch
business
hum.

15

so good as that upon the opposing page, but it is here reproduced particularly as being an example of how a strikingly symmetrical design may be made more or less by accident, as in this unindented piece of composition. (I received some time ago a typewritten letter from M. Lee Starke, who was then the New York representative of the Indianapolis *News* and other papers. The letter was on the ordinary width of letter paper with the customary printed heading. The address was at the side of the sheet, unindented, I believe, by the typist, and the bulk of the letter, which referred to the marvelous growth in the circulation of the *News,* was arranged in precisely the same manner as the specimens of Mr. Shaw's composition. It is not a style of typewriting which one would recommend for all correspondence, but it was a piece of clever advertising. My letter, which lay on a table in my office for some time, attracted the careful attention of all who saw it). Parts of their business need looking after if such stock as was used for this 32-page book was relegated from the waste pile in the stock cupboard.

In giving so large a space to Mr. Shaw's effusion I do not intend to give the idea that he has, as yet, mastered the art of verse-making. Neither Mr. Shaw nor I are poets, and the advertising work we have both done in verse may be very poor poetry, and yet may have its place in the realm of publicity. I once wrote some advertising verses for a firm for which I had done a great deal of hard prose which was warmly appreciated by them. However, they objected to my poetical effusions as being "doggerel." But I believed in those verses —believed in them from the standpoint of publicity

MERIONTYPE

DESIGNED FOR, CUT FOR, AND CAST AMERICAN LINE

IMPORTANT NOTICE!—THE MERIONTYPE LETTER IS PATENT APPLIED FOR IN AMERICA AND IS REGISTERED IN ENGLAND

THE Meriontype Series is introduced because of a justifiable demand from printers and advertisers for a modern type face available as a substitute for the numerous simple type faces so long in public favor. While its design is not what might be termed severely plain it is devoid of oddity. It is

Send for Specimen of Missal Initials

The All-Around Letter

of its class at present, and its popularity is sure to be extended. Meriontype is made in thirteen sizes, 6 to 72 point inclusive, and the reasonable prices at which the fonts are listed place it within easy reach

MERIONTYPE

THE FONTS AND THEIR PRICES

6 Point 22A $0 90 44a $1 10 Font $2 00

DIGNIFIED USEFUL LEGIBLE TYPOGRAPHICAL CHARACTERS
Faithfully and Pleasingly Conveying Modern Messages of Publicity
Easily Recognized as Suitable for Absolutely Everything Printorial

8 Point 20A $1 00 40a $1 25 Font $2 25

MERIONTYPES SIMPLICITY INSTANTLY APPRECIATED
Freakish and Objectionable Details Studiously Eliminated
Designed for Quickly Obtaining Satisfactory Typography

10 Point 16A $1 15 32a $1 35 Font $2 50

SENSIBLE PRODUCTION FOR BOOKWORK
Every Characteristic of Maximum Durability
Those Troublesome Kerned Letters Avoided

12 Point 15A $1 25 30a $1 50 Font $2 75

ADMIRABLE FOR DISPLAY PURPOSES
Splendid for the Advertisement Column
Clean, Sharp and Legible Lining Figures

14 Point 12A $1 35 24a $1 65 Font $3 00

EXCELLENT JOBWORK LETTER
Thirteen Nicely-Graded Chances
Nothing Better for General Work

[See following page]

IN STOCK AT THE SELLING PLACES OF

AMERICAN TYPE FOUNDERS COMPY

COVERING THE TWO HEMISPHERES OF PRINTERDOM

The Meriontype

A Series Designed for, Cut for, and Cast American Line

24 Point 7A $1 90 10a $1 60 Font $3 50

GRAND LETTER
Book and Novel

30 Point 6A $2 50 8a $2 00 Font $4 50

MERIONTYPE
Hits the Mark

48 Point 4A $4 25 6a $3 75 Font $8 00

UNIQUE
Product

60 Point 3A $6 10 4a $3 90 Font $10 00

MUCH
Neater

13
Sizes

Every one of which is useful for either book, job or news work

Complete series
$66 25
less the usual discount

18 Point 10A $1 60 16a $1 65 Font $3 25

ARTISTIC PRINTERS
Using Modern Letter

36 Point 5A $2 70 7a $2 30 Font $5 00

REQUIRED
Meriontype

42 Point 4A $3 25 7a $3 25 Font $6 50

JOBBERS
New Font

72 Point 3A $7 75 4a $5 25 Font $13 00

USED
Lines

The Meriontype Series will be Immediately Furnished from Any of the Selling Places of the

American Type Founders Company

Most Extensive Printers' Supply Concern in the World

Lewis and Clark Centennial Exposition

A Western World's Fair now Building.

BUILDINGS OF SURPASSING BEAUTY AND STATELINESS—A SITE UNRIVALLED IN SCENIC GRANDEUR—WHAT THE EXPOSITION COMMEMORATES—PORTLAND AND THE PACIFIC NORTHWEST.

BY FRANK L. MERRICK.

Buildings of surpassing beauty and stateliness are fast having the finishing touches applied for the Lewis and Clark Centennial Exposition, to be held at Portland, Oregon, next year, opening June 1 and closing October 15. This event although not so large as some other expositions, will be a World's Fair in every sense, reflecting the progress of all participating nations, and particularly of Western America.

This Western World's Fair will be quite unlike its predecessors in that it will combine with its broad scope the idea of compactness without crowding in the laying out of the grounds and the housing of its vast number of exhibits. There will be no dreariness of architecture to tire the eye, no miles of aisles to weary the limbs. All will be perfection, or at least the nearest approach thereto ever achieved by an exposition.

Like the Louisiana Purchase Exposition, the Lewis and Clark Centennial will make a feature of live exhibits. Not merely the products of human ingenuity and skill will be shown, but there will be exhibited first the raw materials and then step by step the method of handling them and the processes by which they are changed from their natural state of usefulness and beauty. The Exposition will thus become a thing of life and motion in all its different departments.

The Centennial, which will be the first international exposition under the patronage of the United States Government, ever held west of the Rocky Mountains, will demonstrate the marvelous progress of the Pacific Seaboard. Five million persons live in the section of country which is directly interested in making the Exposition the true exponent of its development.

This World's Fair will celebrate the 100th anniversary of the exploration of the Oregon Country by an expedition commanded by Captains Meriwether Lewis and William Clark, and planned by President Jefferson. The Oregon Country which comprised what is now the States of Oregon, Washington, Idaho, and parts of Montana and Wyoming, was the only acquisition of territory made by the United States through discovery. It was just after the formal transfer of the Louisiana Territory to the United States that the sturdy band of explorers under Lewis and Clark started on their long and perilous journey to the Pacific Coast. Although this eventful undertaking was not primarily one of adventure, the trip was full of exciting and interesting happenings. And that it was not lacking in romance is shown by the journals of Captain Lewis in which he mentions the brave and heroic deeds performed by Sacajawea, the Indian girl who guided the party and who was instrumental in its reaching its destination. After eighteen months of toilsome journeying, in which the travelers suffered many hardships, the Pacific Ocean was reached at the mouth of the Columbia river. The surrounding country was partially explored and the party then started on its return trip, reaching St. Louis, the starting point, September 25th, 1806, having been absent nearly two and a half years.

The result of this expedition, the acquisition of the great Oregon Country by right of discovery, extending our frontier to the Pacific Ocean, adding a vast and rich territory to our domain. It was one of the direct causes of the acquisition of California, and the subsequent acquisitions of Alaska, Hawaii, Guam and the Philippines are related to it. The sentiment which inspired the people of the Pacific Northwest in the preparation of this great exposition is therefore one in which every American must share. It celebrates the centennial of the peaceful acquisition of a wilderness that has yielded up its riches generously as a reward for the unceasing toil of the pioneer and home-builder. Where the savage dwelt a few decades ago, are now the cultivated farms and the flourishing cities of a progressive people.

The growth of the Pacific Northwest in the past fifty years has been remarkable. From a population of 13,294 in 1850, the country has been so rapidly settled that its people now number 1,200,000. While the States are essentially agricultural, extensive manufacturing interests have developed until their value in 1900 was $175,000,000. Foreign commerce plays an important role in the progress of this great country, its value amounting to $36,000,000 yearly.

Grand Stairway.

The mineral resources of gold, silver, copper and lead are valued at $70,000,000. This enormous growth of population and wealth over so vast a territory in so short a time, has much to do with the importance of the Lewis and Clark Exposition to the world at large. The Exposition has a local as well as an international value to those who participate. The attendance from the States of the Pacific Coast will be large and many will come from the middle West and the far East so that the Exposition must prove to be an incentive to trade beyond estimate.

In speaking of this wonderful country, mention of its scenic grandeur must be made in passing. No matter what kind of scenery one may desire, it is here. Mountains upon mountains, snow-capped peaks, waterfalls, rock-ribbed rivers, foothills, lava beds, bays, caves and lakes are at the choosing of the sightseer. Perhaps the most charming bit of scenery is that along the Columbia river from Celilo westward to where the Williamette joins its waters. The river's course is marked by beetling cliffs, with here and there waterfalls of rare beauty. In natural scenery, it rivals the Rhine and the Hudson.

Portland, the Exposition City, is the principal city of the Northwest Coast, and has a population of 130,000. It holds extensive commercial intercourse with the whole world, the chief export commodities being lumber, flour and grain. The city does a wholesale business of $175,000,000 annually and the product of its factories was $50,000,000 last year. The name of the "Rose City" has been given this western metropolis on account of the large number of beautiful roses that are constantly in bloom here all the year 'round. The climate is exceptionally mild on account of the warm currents of the Pacific Ocean. Mild winters and cool summers are the rule. It is in the first rank of American cities for health, the

death rate being only 9.5 per thousand of population. Portland is equipped with complete systems of electric railways, 163 miles in length, extending to every part of the city, and all of them running to the Exposition grounds. Thus the visitor to the Exposition of 1905 may choose his quarters in any section of the city, however remote from the Exposition grounds and be assured of means of travel within reasonable time between the Centennial and his lodgings. From the central portion of the city the grounds may be reached by the street railways in fifteen minutes.

In choosing the site for the Exposition the many interests of the city were duly considered, with the result that the most convenient, the most beautiful and the most picturesque site was selected. It occupies 402 acres adjoining the principal and residential district of Portland.

Oriental Exhibits Building.

The beauty of the site and superb view to be had from it are far beyond an adequate description. They must be seen to be thoroughly appreciated. Nestling at the base of the foothills of the Cascade Range, on the gentle slopes and terraces overlooking Guild's Lake and the Williamette river, with an unobstructed view of 65 miles which embraces the snow-capped peaks of Mt. Hood and Mt. St. Helena, the site presents a picture entirely original in exposition building. There is no need here to build papier mache mountains as scenic accessories for refreshment purposes. One may sit on a commanding roof garden and while dining drink in the pictorial sublimeness of real snow peaks of mountains that rival the Alps in grandeur. Of the gross area of the site, 180 acres are on the mainland and 60 acres from a peninsula extending out into Guild's Lake, a fresh water body 220 acres in extent, which is separated from the Williamette river by a narrow strip of land. In the river may be seen the heaviest of draft vessels of all nationalities and during the Exposition warships of our own and other nations will be anchored here, adding a picturesque feature to the water front.

The Exposition grounds are made up of hill and dale, and in one portion a natural park of trees and shrubs affords an opportunity for landscape work of a most attractive character. In the arrangement of the buildings thorough consideration has been given to the convenience of the visitors and the attainment of a rich and beautiful architectural effect. The main group of exhibit palaces consisting of eight structures occupies the ground bordering on the lake, and forms nearly a straight line with their short sides facing the water. These buildings are: Agriculture, European Exhibits, Liberal Arts, Oriental Exhibits, Forestry, Mines and Metallurgy, Fine Arts and Machinery, Electricity and Transportation. Around these structures on the outer edge cluster the State, territorial and other minor pavilions. The Administration Building in which the executive offices of the Fair will be located, stands at one end of the Colonade Entrance, the main gateway to the grounds. On the peninsula in the center of Guild's lake is located the United States Government display. Here will be an imposing Government building characteristic of Uncle Sam's Exposition structures, with two towers each 260 feet high. Besides the main building there will be several minor structures, among them being the United States Forestry, Fisheries and Irrigation pavilion and the Life-Saving Station. All of the main exposition structures are in the style of the Spanish renaissance except that the Forestry building which is true American type, being constructed of huge logs in their virgin state, thus exemplifying in its composition the timber resources of the Columbia River region.

The central features of the Exposition are Columbia Court and Lakeview Terrace. These two spots have been made the tween the Agriculture and the Liberal Arts buildings and object of elaborate embellishment. The court is situated beconsists of two wide avenues between which are spacious gardens, with perling fountains and beds of vari-colored flowers. In the center of the gardens is a heroic bronze statue of the heroine Sacajawea. Passing through Columbia Court one comes to a parapet at the head of Lakeview Terrace. From this parapet a series of broad steps flanked on each side by massive balustrades lead down to a boat landing on the shore of the lake.

On either side of the Grand Stairway, as these steps are called, flowered terraces add color and beauty. Here at night on this entrancing spot with thousands of lights reflected in the still waters of the lake, will be given band concerts, pyrotechnic displays and other outdoor features. And this is not the only section of the grounds where the landscape artist has shown his genius. On a slight elevation in the western portion of the site is Centennial Park, a natural woodland where are growing many varieties of trees and shrubs and where the visitor may find secluded nooks and sylvan dells in which to rest after sightseeing. This Park also overlooks a Model Farm in a small canyon below, and the visitor may sit upon a rustic bench and see all the different varieties of crops raised in the Northwest growing side by side.

Agriculture Building.

The "Trail" which is the amusement street of the Centennial, corresponding to the Pike at St. Louis and the midways of other expositions, has an entirely new and original environment for this feature of the World's Fair. It is situated upon an ornate bridge which spans the lake and connects the peninsula with the mainland. With the unrivaled water facilities thus offered much attention will be directed to concessions for aquatic features. Many new and attractive shows will grace this bridge and when the visitor goes up the Trail next summer he will experience many a new sensation.

Intra-mural transit will be furnished in many different

ways. Automobiles will traverse the main thoroughfares and roller chairs and jinrikashas will be at the service of the visitors who desire to be trundled about the grounds and through the buildings. Guild's Lake will be plied by many different craft, including the seductive and romantic gondola with the picturesque singing gondolier, and the more prosaic electric launch and row boat.

European Exhibits Building.

The Centennial when opened will represent an outlay of approximately $5,000,000. This includes the cost of laying out the grounds, and the amounts expended for buildings, exhibits and all other purposes. The largest participant is the United States Government, which has made an appropriation of $475,000. As the Government has already on hand an exhibit worth more than $300,000 which requires little reinforcement, its action is equivalent to $800,000. Next in rank is the State of Oregon, with an appropriation of $450,000, which is at the rate of nearly $1.00 for every man, woman and child in the State. No State having so small a population as Oregon has ever appropriated so large a sum toward an exposition. Strange as it may seem, Oregon is better able to give so large an amount than many of the

View of Experimental Gardens from Centennial Park, showing Trail and Esplanade in construction.

older and richer States, for the reason that it has no State debt and is constantly increasing in population and expanding its industries. The Exposition company, which was organized and financed by the people of Portland, will expend $475,000 raised from the sale of stock and other sources.

Other States that have appropriated sums ranging from $10,000 to $35,000 are California, Montana, Idaho, Utah, Missouri, Washington, Wyoming, Nevada, North Dakota, Minnesota, Arizona, Virginia, New York and Massachusetts. The total State appropriations aggregate $560,000. Besides the above-mentioned States many others will probably make appropriations when their legislatures meet this winter.

Foreign participation will be extensive, the exhibits being largely drawn from the Louisiana Purchase Exposition, as the countries could not be expected to make new efforts for an exposition following so close upon the St. Louis show. As a result only the cream of what the foreign nations displayed at St. Louis will be transferred to Portland.

Installation of exhibits will begin in January and the advanced condition of the grounds and buildings insures a completed exposition when President Roosevelt presses the button on opening day.

GOOD FELLOWSHIP IN THE PRINTING BUSINESS.

BY EDMUND BURKE, DALLAS, TEXAS.

In consequence of the increase in press facilities and labor-saving devices, and our continued growth in population and intelligence, the printing business has become a prominent feature of commercial life. Leaving out of consideration the time and money expended in acquiring practical knowledge, there is probably more actual capital invested in the printing business, in proportion to the volume of trade, than in almost any other manufacturing line. The average business of a printing office is made up of a multitude of transactions, varying materially in character and conditions. For this reason, it is necessary to have a well-appointed establishment to do even an ordinary line of commercial printing, and it frequently occurs that the annual output is not more than the actual capital invested. It is therefore dangerous to indulge in ruinous or jealous competition. There should always be healthy business rivalry, but the fact that the business is essentially fluctuating should never be lost sight of. How to compete without wronging others is the question now attracting the attention of the printers, publishers and stationers throughout the country, and the most practical scheme so far suggested, is the formation in the different cities of Printers' Social Clubs, organized with the object of promoting good fellowship and eliminating that jealousy among competitors, which has too frequently been allowed to overcome better judgment and good sense. There is no denying the fact that among the printers there has prevailed to a great extent, a spirit which has caused them to feel better over beating a competitor out of a job than over making a fair profit for themselves.

These social organizations are exerting a very beneficial influence on the business in teaching the printer that there can be a competition in which neither builds himself up by injuring the other. They meet, associate, exchange ideas, and become better acquainted, not to tear each other down, but to help build each other up on that broad principle, that an injury to one is an injury to all, and that the well-being of one is promoted by the well-being of all. These gatherings are of great benefit to the young man entering the field, and he certainly can make no better investment of his time than to attend the meetings and get the benefit of the experience of others, who will help him to overcome the difficulties which they had so much trouble in surmounting. Their beneficent influence is manifested in making plain the fact that no individual or concern in the printing business in any community can afford to act regardless of his neighbors or competitors; that it pays to know who their competitors are, and demonstrates that mutual knowledge modifies jealousy and makes competition more friendly, restrains unkind expression, and brings their interests closer together.

They are helpful, in a general way, in promoting the general acquaintance and good feeling of their members, and

in a special way, by educating, through a free interchange of experience and information, the true value of work. This knowledge has its influence on the prices obtained and is fast bettering conditions. The discussions started by these organizations are resulting in establishing a minimum standard cost, below which conservative printers believe it unsafe to go.

The members of these clubs find it a pleasure to impart to their less-experienced friends the knowledge they possess, feeling satisfied that the information thus given will be honorably used. In this way the element of ignorance, which has done so much to demoralize the craft, is being overcome, and one of the most dangerous factors of competition destroyed, as the knowledge, kindly imparted, makes a business friend of one who would probably otherwise become a business foe.

AN INSTRUCTIVE SOUVENIR EDITION.

The souvenir edition of the Puyallup Valley, Washington, *Tribune,* went very far, by its many enumerated facts and splendid illustrations, toward proving its assertion of "Puyallup—Richest Valley of the West." The record of its own prosperity was additional and most convincing proof of the richness and prosperity of the region from which it draws its support. It told of its new building, erected for a newspaper office, built of pressed brick and concrete and finished in Washington fir, at the mills of the city—home products being used in every instance where procurable. There are conveniently arranged stock rooms as well as editorial rooms and other conveniences not always to be found in cities of much larger size. There is an immense skylight over all the printing and press rooms and a concrete foundation for the cylinder press. The structure is well lighted throughout, has the best of water and electric light connections and complete plumbing and sanitary arrangements throughout. A new Campbell cylinder press, a Chandler Price jobber, Polhemus cabinets and large and fine assortments of new types have been added, and with the paper only sixty-three weeks old. The regular issue of the paper is an all-home print of eight six-column pages. They do things in Washington which is making rapid strides in its development toward becoming the richest State in all this Union. The paper is ably conducted and edited by Robert Montgomery, editor and publisher. Its local and neighborhood news departments are commendably complete and well handled, and the mechanical appearance of the paper shows a perfection worthy of its new office and equipment. These latter generally insure an excellently, economically and profitably printed paper. Puyallup is "under the shadow of Mount Tacomah, "nourishing mother." This edition of the paper is worthy of especial editorial notice, by reason of all the points of excellence mentioned that tell by example better than we can by editorial teaching of the points most essential in the making a newspaper—good news service; useful, able editorial work; a zeal for the highest attainment and for the locality served; plans and efforts for highest usefulness; a well-equipped, well-arranged, lighted and comfortable building and perfect mechanical equipment, with newest machinery and up-to-date type faces. If Tacomah means "nourishing mother" to the Valley, the *Tribune* means a wise counselor, and able defender and upholder of its people and their interests.

BUSINESS NOTES

This Department is conducted for the benefit of advertisers, and expresses their claims and views

The Inland Type Foundry shows, in insert, this month, two very useful series of type—the Condensed Title Gothic No. 11, and the Smith Premier Typewriter No. 1.

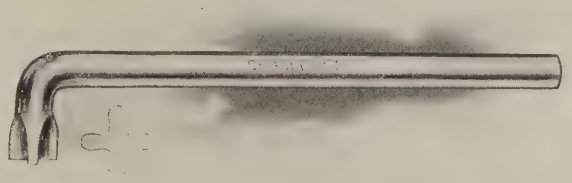
An examination of the same will convince any practical printer of their every-day utility in the printing office. The Gothic series combines force with dignity and durability and shows that, even in a Gothic, beauty of line and proportion need not be lost.

The American Type Founders Co., employs an able corps of artists and type designers, at work studying out and designing new, useful and attractive type faces, borders and ornaments, to supply the demands of the rapidly-advancing printing art.

Never before in the history of the craft has there been such variety and originality of designs in types, and such attractive material furnished the printer as in this beginning of the twentieth century.

The "Meriontype Type" series shown by the American Type Founders Co. in the NATIONAL PRINTER-JOURNALIST this month is distinguished by the qualities of strength and clearness with just enough of the modern finish and beauty to be pleasing and yet to be devoid of any detracting oddity or obscuring ornamentation. It is legible, dignified and useful. It is excellent for job work and yet wonderfully adapted for display in advertising columns—clear, clean and sharp.

"Why did I not think of that myself" is what our pressman remarked when he first saw the Challenge Right Angle Quoin Key made by the Challenge Machinery Co., of Grand Haven, Mich. It is made of tool steel in tool finish, and can



be used for any make of Hempel Quoins. It is an excellent tool for the cylinder pressman and will save him lots of time and keep him in good humor. We advise our readers to send to this company for information if interested.

The Dexter Folder Company report unusual activity in business, and particularly in their Press Feeder Department. Among the recent purchasers are the following:

Chas. Scribner's Sons, New York, 3.
Frank A. Munsey, New York, 10.
Hill Publishing Co., New York, 12.
Berwick & Smith Co., Norwood, Mass., 6.
Stecher Litho. Co., Rochester, N. Y., 2.
Doubleday, Page & Co., New York, 4.
Hollenbeck Press, Indianapolis, Ind., 4.
Chapple Pub. Co., Boston, Mass., 2.

Atoz Ptg. Co., South Whitley, Ind.; National Ptg. Co., Omaha, Neb.; Maple Press Co., York, Pa.; C. S. Severson, St. Louis, Mo.; Elite Pub. Co., Pittsburg, Pa.; W. D. Hoard

Co., Fort Atkinson, Wis.; Methodist Book Concern, Toronto, etc.; including several machines for export to France and South America.

There is naught in this world so intelligently informing as actually seeing. Object lessons are necessary to a sure and perfect understanding of all mechanical processes. Acting on these now well-established truths, the members of the Philadelphia Typothetæ have been of late taking some practical lessons through actual observation in trades whose products are used in "the art preservative of all arts." The visits are made, one each month, by the members in a body. A visit to the Keystone Type Foundry was on the program for February 10th and proved immensely entertaining and profitable. The Foundry, at Ninth and Spruce Streets, Philadelphia, was thrown open to its guests and every facility offered for carefully examining every step and process in the manufacture of types. Everything was carefully and practically demonstrated. Letter-designing, punch-cutting, matrix-making, mould-making, foundry machine shop, matrix vaults, metal-mixing, casting, rubbing, setting, dressing, inspecting, paging, fonting, brass rule-making, brass galley-making, brass and copper space-cutting, lead and slug making, power plant, stock rooms, sales-rooms, shipping-rooms and other features going to make up a type-founding business were all shown and explained to the entire satisfaction of the Keystone's guests.

The difficulty and expense to the Foundry in filling small orders for sorts was made so plain and the enormous amount of time and labor in proportion to these orders was shown to be so great that it is doubtful if those present will feel like finding fault with the price and time necessary to secure a small quantity of sorts hereafter, as they now know what it means to fill such orders.

The affair was the result of no special arrangements or plans. The visitors were conducted through the Foundry in groups of five or six by its own people familiar with the routine, and in this way each one was able to understand the details of the work.

The Keystone is a surprisingly big, busy, clean, well-equipped, well-organized, modern institution, and every one was highly pleased with the visit and felt repaid for the time spent. After the visitation the printers were invited to dine at The Bourse, on Fifth Street.

Souvenirs were twenty-four point Keystones, cast and distributed hot, also a suitable character cast upon ninety-six point body, nickel-plated, making a handsome paper weight, and a Menu emblematic of the Foundry.

Mr. E. Lawrence Fell, of Franklin Printing Co., President of the Typothetæ, and Mr. Edward Stern, of Edward Stern & Co., formerly President of the United Typothetæ of America, made a few remarks thanking the Keystone management for the entertainment and Mr. F. W. Ayer of N. W. Ayer & Son, and Mr. S. M. Weatherly, the Keystone's Treasurer and Manager, responded for the Foundry.

In this tour of observation and investigation, these employing printers of the city of Brotherly Love and of practical education and wonderful attainments in all the arts and trades, have so far visited a paper mill, an ink factory, an engraving establishment and a type foundry. We will give a dollar to any one of our readers who will name the greatest number of other manufacturing establishments, which these employing printers, publishers, bookmakers, lithographers, binders and blank-book manufacturers could still profitably visit in the study of all lines and branches of manufacturing contributory, through manufactures or machinery, to their related and interdependent callings.

The Keystone Gothic Series, cast by the Keystone Type Foundry, of Philadelphia and New York, while always a very popular face, has, by the addition of the five new sizes, and the placing of the complete series, of Universal Title Line and Point Set, become practically indispensable to the modern printing office. The complete series is well shown on a two-page insert in this issue.

THE MISSION SERIES.

For years faces of unusual breadth, showing character and strength in the absence of hair lines, with large lower cases and short ascenders, have been the rule with type founders, and have been furnished in great variety. Now there is a well-marked and easily-accounted-for reaction; and strong semi-lean faces of legibility, pleasing contour, long ascenders, firmness of line and serif, with no more than proper relief of white in their closely-fitted characters, furnish that variation so long needed.

All knew a change was impending; just what form it would take none could say. Little by little it seems to have solidified in the style of which the Mission Series is an excellent example. This face is substantially a monotone. Nearly all strokes are of like weight. The absence of hair-lines and the short, well-bracketed serifs, insure durability, while the long ascenders bring it into the class of faces that are just now so fashionable. The style is popular, and will be in vogue for years.

Mission is closely fitted, an advantage made possible by the short, stubby serif and the general characteristics of the face. It is much more condensed than is apparent from a study of the printed specimen. The graceful curves and openness of the small characters suggest a freedom and broadness that do not actually exist. Much can be got into small space, with a resultant strength and clearness, an ease and dignity, not possible with straight romans. Size for size, Mission presents the larger face, a more intense color, a more attractive individuality.

The capitals by themselves are decidedly pleasing in a stately way; and the figures are large, plain and desirable for any work.

Altogether Mission is dignified, and devoid of freakishness. It is plain and strong in the beauty of simplicity, and can be used most agreeably in hundreds of jobs, to each of which it will impart distinction. Its range of use embraces the business card and the catalog, and almost all between. The little folder; the handsome brochure; the leaflet; the circular; the announcement; the letter head; the invoice blank; the report; the envelope card, and scores of other impressions on paper will be all the more attractive and satisfying because of its use.

Mission is an aristocrat among types, free from taint of vulgarity. It is of distinguished nobility; and its characteristics are well preserved in the uniformity of style and general effect throughout the series.

Of course it is point-line, point-set, point-body, and with those characteristics of B. B. & S. type—deep-cut matrices and copper-mixed metal. The series will be completed to and include 48pt. It will prove the handsomest, most distinctive and most useful series the printer can buy, adapted to use in many places.

There is just one caution as to its use. It should not be widely spaced either way, neither between words nor lines. Its beauty is accentuated and maintained by keeping the spacing in harmony with its face and fitting, which are close. This applies to its use in the mass. In open display it can be used as any other, and will have an attractiveness all its own.

It is like and unlike any other. We are proud of it.

BARNHART BROS. & SPINDLER.

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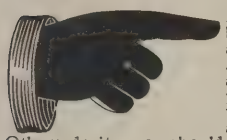

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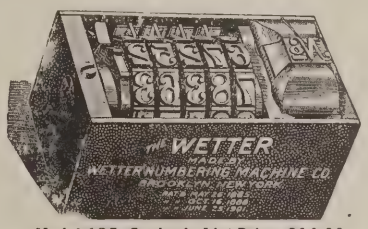

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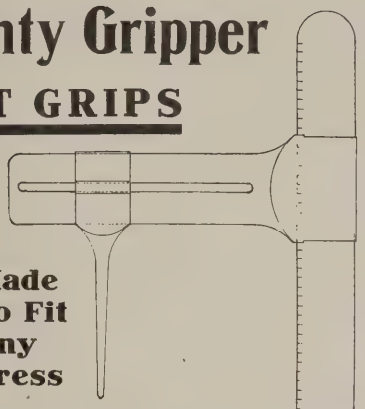

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NO TOOL NEEDED to Put them on or Take them Off

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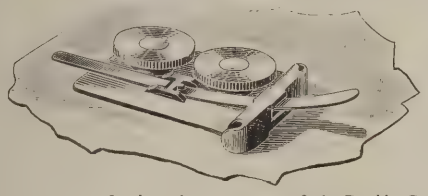

Does not have any pin-points.
Holds like grim death.
Attaches to the top sheet in a new way practically without injury, and is adjustable to any degree.

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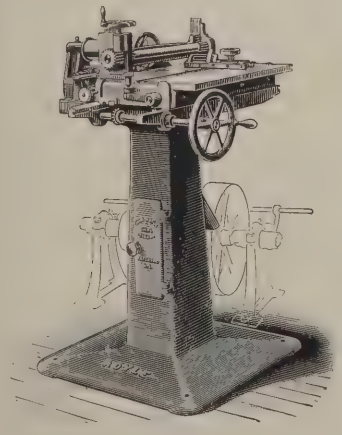

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MISCELLANEOUS—Continued.

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A COLD SIMPLEX STEREOTYPING OUTFIT, $17.00 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings fmade on cardboard. New stereo half-tone engraving method, no photo work, sor $1. Come and see me if you can; if not, send postage for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

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ANYBODY CAN MAKE CUTS with my simple transferring and etching process. Nice cuts, from prints, drawings or photos, are easily and quickly made by the unskilled on common sheet zinc. Price of process, $1. All material costs, at any drug store, about 75 cents. Circulars and pecimens for stamp. THOS. DAY, Box P, Windfall, Ind. My Simplex Mailer only $5, send for circular.

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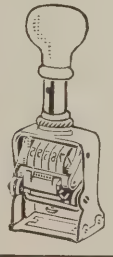

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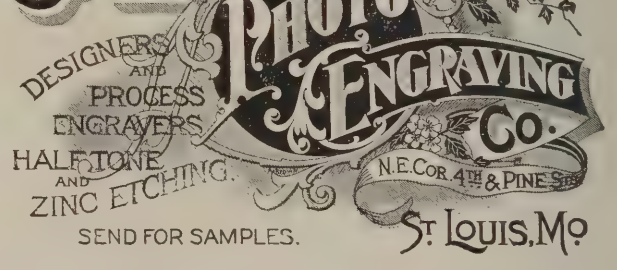

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ACME INK REDUCER will quickly mix with *any* kind without affecting the color or injuring the quality of the ink used—and while its *drying* qualities cannot be surpassed it does not dry on the press.

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By using the *Acme* kind in color inks, you can produce fine-line cuts (halftones, wood engravings, etc.) as clear and sharp as with the best qualities of black or blue-black inks. Try it—Sample free—Postpaid

ACME INK REDUCER is *double-value* for all printers' use.

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Representative. YALE PRINTERS' SUPPLY CO., NEW HAVEN CONN.

Inkoleum is a pure colorless liquid and does not affect working properties of inks like paste compounds introducing foreign matter, wax, tallow, etc., which lessens strength of color. **Inkoleum** spreads pigment evenly and gives best results. Try it and note the difference.

Ink Reducer and Dryer

INKOLEUM

THE OLDEST AND STILL THE BEST
PRICE 50 CENTS. NO SAMPLES.

Use Inks of heavy body and reduce with **Inkoleum** as paper requires. Thin inks are reduced with varnish and color weakened. **Inkoleum** will start your presses cold mornings without washup. The only reducer **sold by supply houses** everywhere. That tell's the story.

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From Chicago, every day, March 1 to May 15, 1905, to San Francisco
Los Angeles, Portland, Seattle, Tacoma and many other points on the Pacific Coast. Tickets good in tourist sleeping cars. Rate for double berth, Chicago to points on the Pacific Coast $7. Through train service from Union Passenger Station, Chicago, via the

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FOR ALL CLASSES OF LETTERPRESS WORK

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Which delivers the sheet PRINTED SIDE UP or DOWN, as may be desired, we put on all our presses, with the exception of the "Job and News" and the smaller-sized "Pony." This adds but little to the cost of the press to the purchaser—and is a great convenience.

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The Miehle Printing Press & Mfg. Co.

Main Office and Factory, cor. Clinton and Fulton Streets

SOUTH SIDE OFFICE, 274 Dearborn Street **CHICAGO, ILL., U.S.A.**

The Miehle

THE MIEHLE STILL LEADS WINNER OF THE GRAND PRIZE, WORLD'S FAIR ST. LOUIS, 1904

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NATIONAL PRINTER JOURNALIST

VOL. 22 - NO. 4 PRICE 20¢ A COPY

1905

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Price 20c per lb.

Any dealer can supply it.

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National Printer-Journalist

THE ONLY OFFICIAL PAPER
OF EMPLOYING PRINTERS AND PUBLISHERS IN AMERICA

ENTHUSIASTICALLY SUPPORTED BY ITS READERS,
AND THEY ARE *READERS* TOO

A SUBSCRIBER SAYS:

"Every printer and publisher with brains should take it."

And every advertiser who wishes to secure the attention of printers and publishers should know of its sterling advertising qualities.

CIRCULATES ALL OVER THE WORLD

SEND TWENTY CENTS FOR SAMPLE COPY

SNOW FLAKE ENAMEL

BUTLER·BRANDS
PAPER
THE BEST

YOUR CATALOGUE OR BOOKLET PRINTED ON Snow Flake Enamel book paper will always be accorded a prominent place in the public eye — The purity and dignity of this paper goes far toward creating a receptive mood for your proposition and a confidence in your product—Its great merit is nowhere equaled at its exceptionably reasonable price.

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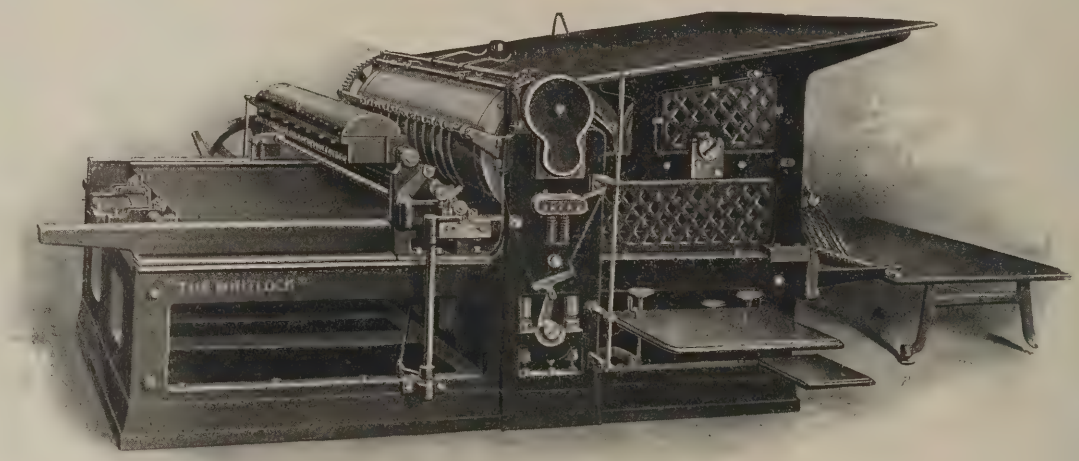
High-Speed Newspaper Press

The Swiftest, Smoothest Running, Simplest and
BEST OF ALL
the Two-Revolution Newspaper Presses



One Size Only, 7-Column Quarto
Bed 39 x 52
Sheet 36 x 50
Type 34 x 48

WRITE AND LET US TELL YOU ABOUT IT.
We also build Two-Revolution Presses, both two and four rollers, in various sizes, for all kinds of work, from plain letterpress to the highest class of art printing in black and colors.

THE WHITLOCK PRINTING PRESS MFG. CO.

OF DERBY, CONNECTICUT

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A TIP TO MR. PRESSMAN

Niles, Ohio, March 15, 1905

Mr. Peter Pressman,
New York City,
Dear Sir:

We learn that you are anxious to better your condition both in the way of getting higher wages, and more consideration from your employer.

It has doubtless occurred to you already, that your employer cannot give more pay for less work than you produce at present. You know already that to go back to the hand press, would be to go back to one dollar and twenty-five cents per day—the old hand press wage.

Being an intelligent man, you know also that what your employer can do for you on the basis of the output which you produce at present is very closely affected by what other employers have to pay for the same work; and that in a general way he cannot pay you more for the same output of work than other employers pay their workmen. He must produce as cheaply as they do, or lose money, because he has to sell his product at a price fixed by competition.

You have already considered these things, and as an intelligent man, you are looking about for some way in which you can help your employer to help himself, and therefore be enabled to help you. You can do this measureably by giving strict attention to your work, as his interests require it to be done. If you are the man we take you to be, you have done this already, and are now looking for something which will give you a still better reward. We think that at this point you will need to avail yourself of the brains of some one else to use in connection with your own. For this combination we suggest a Harris Automatic Press.

The more automatic the machinery becomes, the higher the skill, knowledge and responsibility required from the person who is responsible for its working, the greater the output, as compared with other machinery for the same purpose, the greater the fund it produces for the payment of the workman, as well as for the profits of the owner

Now while our automatic printing machines like a hundred other automatic machines for weaving, spinning, knitting and doing a large part of the world's work, can be *tended* by little-skilled operatives, there must be always in charge of our machines, a person of brains and responsibility, having some special knowledge of those machines, which his fellow workmen will not share.

This person may take responsible charge of a whole row of automatic presses, as well as of one, and if his employer is an enterprising man, and if he himself is equal to his opportunity, the one Automatic Harris will grow into a line of them, and the compensation of the man in charge will increase with his responsibility. He will combine the brains in his head with the brains in the machine, and the five-fold output of the automatic will enable him to receive a reward from both.

Is not this worth while thinking about? And this too! Tomorrow the slow press will be a machine of yesterday. When tomorrow comes, do you want to be a pressman of yesterday or a pressman of the new day?

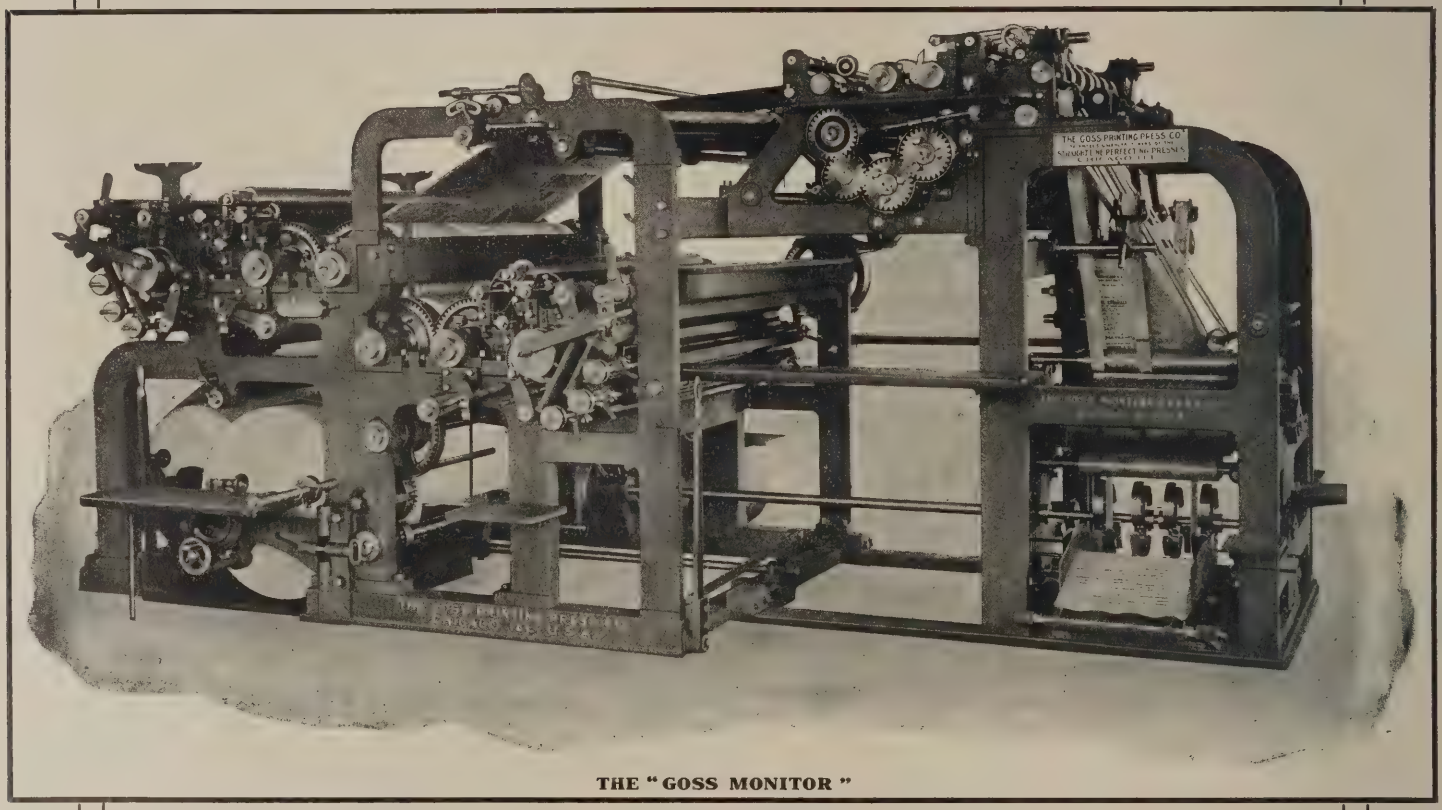
How you can become a Harris pressman is a matter largely up to you. You may attend a school of instruction: you may induce your employer to put in a Harris press for you to run (in which case we will teach you), or you may get a place where you can learn the Harris under the instruction of some one already familiar with it.

We have in mind a young man who first familiarized himself with ordinary press work, then on the Harris became an expert, and now applies for a position as an apprentice at our machine shop. What he is looking to is the superintendency of a large printing house, and we think he is qualifying himself in a way that will certainly get him the position. It is not necessary for you, Mr. Pressman, to go as far as this in order to better your condition. You can do it in the way we have suggested above.

Very truly yours,
The Harris Automatic Press Co.

THE GOSS

THREE-PAGE WIDE, PRINTING AND FOLDING MACHINE



THE "GOSS MONITOR"

A single press that will print either a 4, 6, 8, 10 or 12 page paper all in one operation, and deliver all products in book form. It is the latest product of the Goss Company in a medium size Web Perfecting Press. You Need One of Them.

FOR PARTICULARS ADDRESS

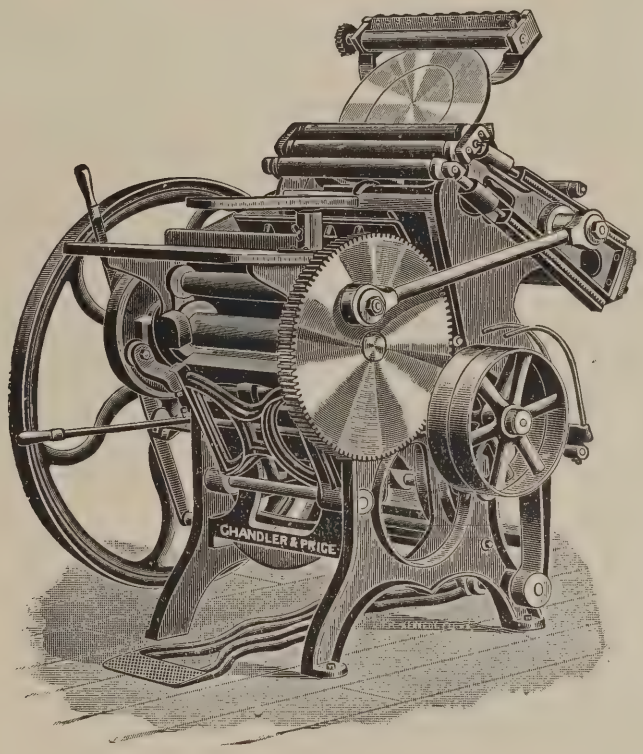
The GOSS PRINTING PRESS CO.

Sixteenth Street and Ashland Avenue, Chicago

"THE REASONS"

Perfection of Construction, *proper adaptation* to the work for which they are intended, *perfect adjustment*, *durability* and the *reasonable prices* at which they are sold, (the latter being made possible by the great number manufactured) are the *Reasons* for the *World Wide Success* of the

CHANDLER & PRICE PRESSES

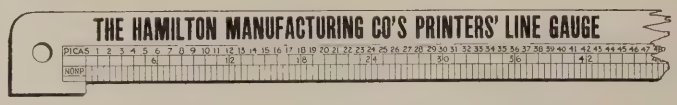


Their almost *Universal Use* by the *Best* and *Most Progressive Printers* all over the World, *Proves* that they are up to the *Highest Standard in every way.*

THE CHANDLER & PRICE COMPANY

MANUFACTURERS OF HIGH GRADE MACHINERY

CLEVELAND, OHIO



GAUGE YOUR WANTS BY THE HAMILTON STANDARD.

Hamilton Quality is the recognized standard in

PRINTERS' WOOD GOODS AND WOOD TYPE

Look for the Stamp.

It is the Printers' best evidence that the goods are RIGHT.

Our new Imposing Stone Frame ECONOMIC illustrated here is rightly named. By its use the make-up man can economize in both time and labor in making up the forms.

Notice the HANDY drawers at the top accessible from both sides of the frame. Two of these are for the storage of metal furniture, the other will accomodate quoins, tools, etc. needed by the make-up man.

One side of the frame is filled with a convenient assortment of LABOR SAVING FURNITURE ranging in width from 2 to 10 Line, and in length from 12 to 60 Picas.

The Economic Imposing Stone Frame.
Size of Stone 24 x 36 inches.

The Economic Imposing Stone Frame.
Size of Stone 24 x 36 inches.

The other side of the frame contains eleven LETTER BOARDS. Every printer knows how handy these are for holding tied up matter and cuts. WHY PAY RENT FOR WASTE SPACE UNDER THE STONE. THE ECONOMIC WILL PROVE A PROFITABLE INVESTMENT TO ANY PRINTER IN NEED OF A MEDIUM SIZE STONE FRAME.

FOR SALE BY ALL DEALERS IN PRINTERS' SUPPLIES

MANUFACTURED EXCLUSIVELY BY

THE HAMILTON MANUFACTURING COMPANY

Originators and Producers of Modern Printing-office Furniture.

Every printing-office in North America is equipped with our Furniture. It's the best.

Main Works and Office
TWO RIVERS, WISCONSIN

SEND FOR LATEST CATALOGUES

Eastern Office and Warehouse
RAHWAY, - NEW JERSEY

We manufacture everything in Wood Goods needed by the printer, including Wood Type in all the latest faces.

A SEVENTY-TWO PICA PRINTERS' LINE GAUGE FREE FOR THE ASKING.

It is the handiest little tool ever found around a print shop.

SIMPLEX

ONE-MAN TYPE SETTER

A STAND-PATTER

"The proof of the pud.
Is in chewing the cud."

Mr. H. L. Rann, Manchester, Iowa, after SIX YEARS use of the Simplex expresses his firm and final opinion as follows.

"We stand pat on our original proposition that the Simplex is the only practical and economical compositor for the weekly paper regardless of first cost. The man who waits for a composing machine to do any better than that, will chase himself into the grave without finding it. That's a cinch!"

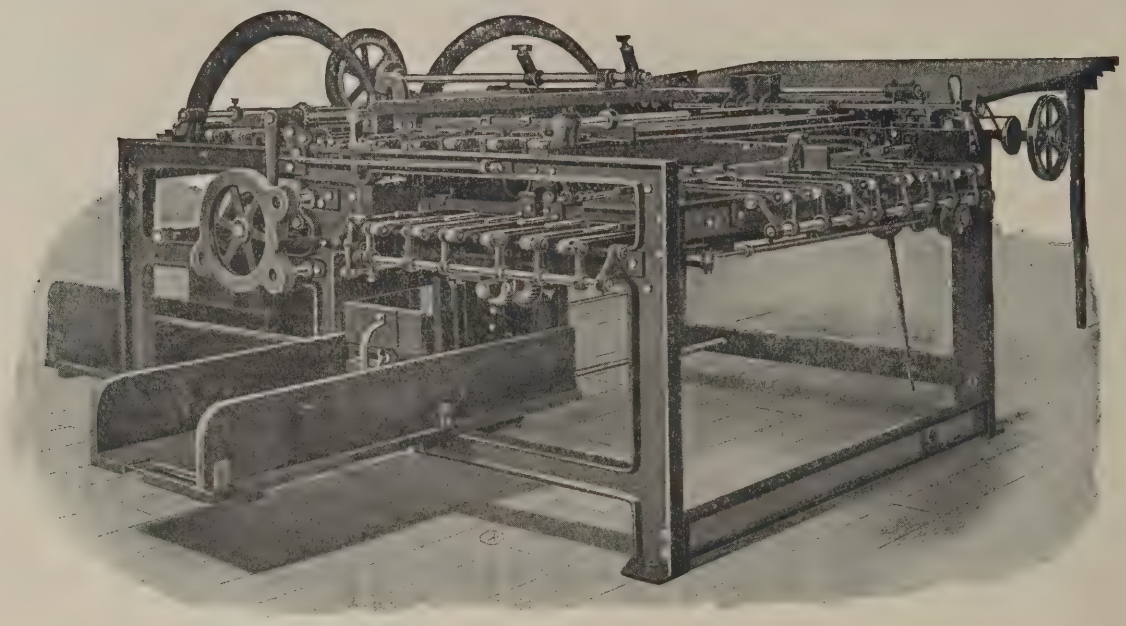
Let us tell you all about the simplest and most economical machine, the greatest money-maker and money-saver. Our terms bring it within your reach.

THE UNITYPE COMPANY

200 MONROE ST., CHICAGO 148-156 SANDS ST., BROOKLYN, N. Y.
410 SANSOME ST., SAN FRANCISCO

When You Buy
Investigate

New Model Jobbing Folder



The above machine will fold not only periodical work but the finest catalogue work. It has Automatic Registers at all folds. Automatic Sheet Retarder and Head Perforators that overcome all "buckling."

Made by BROWN FOLDING MACHINE CO.
ERIE, PENNSYLVANIA

New York Agency: H. L. EGBERT & CO., 21 New Chambers St.
Chicago Agency: CHAMPLIN & SMITH, 121 Plymouth Conrt

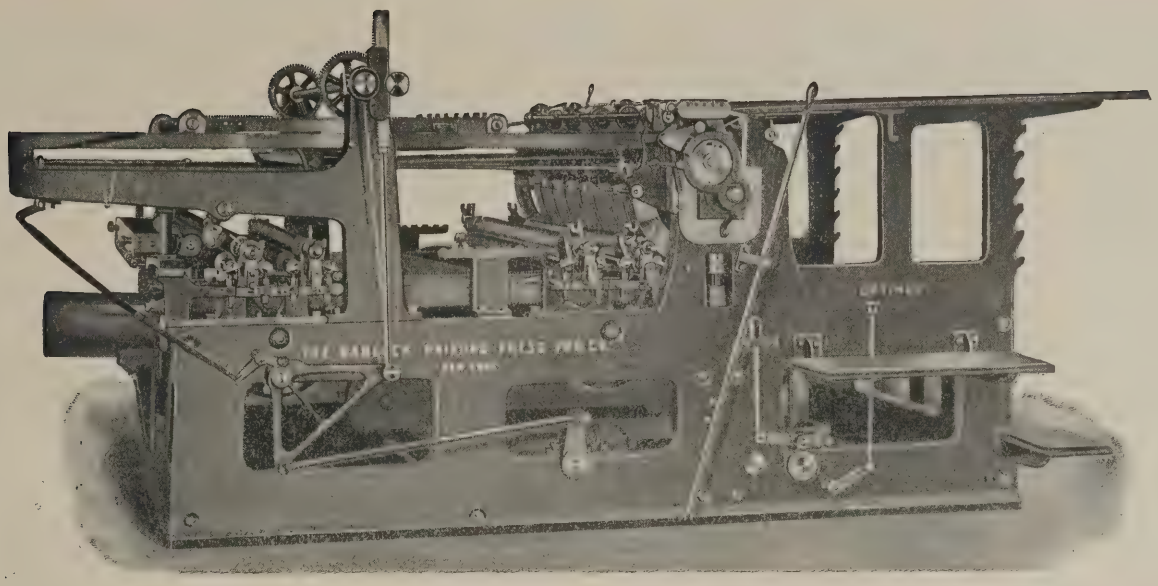
CHAMPLIN & SMITH

WESTERN AGENTS

Keystone Type Foundry
Golding Mfg. Company

¶ We carry a large stock of both the above lines
¶ Also a full line of Printers' Material and Supplies

121 PLYMOUTH COURT, CHICAGO



THE HEAVIEST, SIMPLEST, MOST COMPACT AND HANDSOMEST TWO-REVOLUTION. COMPARE THIS ILLUSTRATION WITH THAT OF ANY OTHER.

THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT
New York Office, 38 Park Row. John Haddon & Co., Agents, London. Miller & Richard, Canadian Agents, Toronto, Ontario

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Great Western Type Foundry, Kansas City; Great Western Type Foundry, Omaha; Minnesota Type Foundry Co., St. Paul; St. Louis Printers Supply Co., St. Louis; Southern Printers Supply Co., Washington; A. G. Elliot Paper Company, Dallas; E. C. Palmer & Co., Ltd., New Orleans; Fundicion Mexicana de Tipos, City of Mexico. On the Pacific Coast—The Southwest Printers Supply, Los Angeles; Pacific Printers Supply House, Seattle; Pacific States Type Foundry, San Francisco.

BABCOCK OPTIMUS
BABCOCK OPTIMUS

Your profits are what you make them. Your success is the sum of your profits.

Your plant is what you make it. Upon it depend both profits and success.

Profits are most liberal when the best is furnished. This is true of everything.

The best can be furnished only by the best.

In printing the press is the most important tool. It dominates all else. It is practically the entire plant.

The Optimus embodies strength, accuracy, speed and endurance in greatest degree.

It is the Best. It produces the Best—the best high-grade work at high speed, and the best fast work of any grade.

It conserves profits. It fosters success. It gives most of a superior product. No work exists beyond its easy achievement.

BABCOCK OPTIMUS

SET IN BARNHART BROS. & SPINDLER'S MISSION

The Right Printing Inks

ACT in two ways that materially affect your success and profit.

FIRST—everything you make, from an envelope to a catalogue, will look better if printed in the right ink, not necessarily high-priced ink, but the kind *just* suited for the purpose.

SECOND—it's a fact that the concern with a reputation is the last one to get dull and the first to get busy, because their output is not an uncertain quantity, much of which is due to the fact that they are not parsimonious with their ink expenditure. Berlin Inks are good, high-grade inks all through, and they will help you to success and profit.

Berlin Ink and Color Co.

Eleventh and Hamilton Sts.
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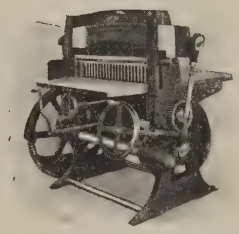
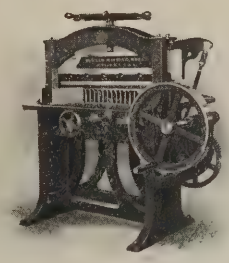
OSWEGO AUTOMATIC CLAMP
Nine Sizes, 34 to 84 inch
Four Styles for Each Size



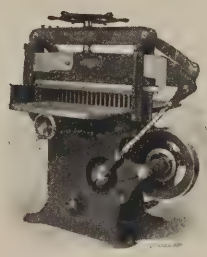
BROWN & CARVER
Hand Clamp
Nine Sizes; 34 to 84 inch



OSWEGO HAND WHEEL DRIVE
Two Sizes, 30 and 32 inch

THE ONLY FACTORY PRODUCING CUTTING MACHINES EXCLUSIVELY

OSWEGO COMBINATION
Hand and Power Size, 33 inch



OSWEGO SMALL POWER
Three Sizes, 26, 32 and 36 inch

THE ONLY FACTORY MAKING A COMPLETE LINE OF CUTTING MACHINES

OSWEGO LEVER
Four Sizes, 23, 26, 30 and 32 inch

OSWEGO DIE CUTTING PRESS
Two Sizes, 44 and 36 inch

OSWEGO BENCH
Two Sizes, 16 and 19 inch

CUTTING MACHINES

Are made in sixty sizes and styles, each the best producible—all generally ready for instant shipment. Ask for detailed description of a Cutter exactly adapted to YOUR NEEDS. Thirty-four years' experience in cutter building at your service.

OSWEGO MACHINE WORKS

NIEL GRAY, Jr., Proprietor

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ENGRAVING ELECTROTYPING

We solicit at the door of the printer and manufacturer—the busy man—who desires to place his orders with a house capable of giving him intelligent service—where his instructions will be understood and his work correctly and promptly executed.

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OUR SPECIMEN BOOK OF

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SERIES NUMBER ONE

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eminently adapted to the highest class of illustrative work, and should be in the hands of all interested.

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BUSINESS CULTURE

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CHICAGO

made this clever design for a two-color cover, and furnished drawing, including 109 hand-drawn letters, and plates complete for

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Bargains in Rebuilt Printing Machinery

269. **Hoe & Co. Drum Cylinder.** Bed 23x28 inches. Two form rollers, rack and screw distribution, box frames, tapeless delivery.

187. **Hoe & Co. Drum Cylinder.** Bed 23x28 inches. Two form rollers, rack and screw distribution, tape delivery.

284. **Scott Drum Cylinder.** Bed 24x29 inches. Two form rollers, rack and screw distribution, air chambers, tapeless delivery.

178. **Scott Stop Cylinder, Class I. H., No. 8.** Bed 42½x54 inches. Was exchanged for a larger machine. This is one of our fast stop-cylinder two-revolution machines with front printed side up delivery.

194. **Scott Two Revolution Pony Press.** Bed 26x34 inches. Four form rollers, table distribution, front fly delivery, air springs, box frames, back up motion.

261. **Whitlock Two Revolution Press.** With crank bed movement. Bed 45x62 inches. Four form rollers, table distribution and front fly delivery.

262. **Campbell Economic Two Revolution Press.** Bed 42x56 inches. Four form rollers, table distribution, front fly delivery, trip at will, counter-belted back-up, air springs, continuous register rack.

254. **Campbell Two Revolution Press.** Bed 41x60 inches. Four form rollers, table distribution and front fly delivery.

267. **Campbell Two Revolution Press.** Bed 36x52 inches. Four form rollers, table distribution, front fly delivery.

272. **Campbell Two Revolution Press.** Bed 43x56 inches, four form rollers, table distribution, front fly delivery.

274. **Campbell Two Revolution Press.** Bed 43x56 inches, four form rollers, table distribution, printed side up, parallel delivery. Have two of these machines.

276. **Campbell Two Revolution Press.** Bed 37x52 inches, table distribution, four form rollers, printed side up, parallel delivery.

277. **Cottrell Two Revolution Press.** Bed 34x50 inches, two form rollers, rack and screw distribution, rear tapeless delivery, air springs, box frames.

255. **Potter Two Revolution Press.** Bed 36x52 inches. Four form rollers, table distribution, tapeless rear delivery.

278. **Potter Two Revolution Press.** Bed 36x52 inches. Two form rollers, rack and screw distribution, air springs, rear tapeless delivery.

268. **Hoe & Co. Two Revolution Press.** Bed 34x50 inches. Four form rollers, table distribution, air springs, box frames, rear tapeless delivery.

130. **Taylor Three Revolution Press.** Bed 34x50 inches. Two form rollers, rack and screw distribution, air springs. This press will print four pages of a six-column paper.

265. **Huber Flat Bed Perfecting Press.** With crank movement. Type beds 46½x64 inches. Matter 42½x60 inches. Four form rollers to each form. Table distribution. Oiling offset device.

257. **Huber Flat Bed Perfecting Press.** Type beds 36x52 inches. Four form rollers to each form. Table distribution. Oiling offset device.

137. **Scott Web Printing and Folding Machine, Class U, No. 15 High Style.** Works four and eight pages, six, seven or eight columns to page; cuts pages 23½ inches long; double folder. Speed 20,000 four pages, 10,000 eight pages. Folds to quarter page size.

283. **Scott Web Printing and Folding Machine, Class U, No. 15.** Works four and eight pages, of six and seven columns to page; cuts pages 23½ inches long; double folder. Speed 20,000 four pages, 12,000 eight pages. Folds to quarter-page size.

36. **Scott Web, Class U, No. 16 1-2.** Works four and eight pages of seven, eight or nine columns to page; cuts pages 26 inches long. Quarter-page fold. Speed 20,000 four pages, 10,000 eight pages.

270. **Hoe One Roll Four Page Wide Printing and Folding Machine. Works** four-page papers at 48,000 per hour, six or eight pages at 24,000, and twelve or sixteen pages at 21,000 per hour. Length of sheet 22 inches. Six columns of 13 or 13½ ems pica to page.

43. **Potter-Scott Angle Bar Printing and Folding Machine.** Works four and eight pages; sheet 24 inches long; width of sheet 38½ inches; eight columns to page; half-page fold. Speed 20,000 four pages, 10,000 eight pages.

152. **Potter-Scott Angle Bar Printing and Folding Machine.** Works four and eight pages. Sheet 24 inches long, 38¾ inches wide, eight columns of 13½ ems, brevier column rules. Folds to quarter-page size. Speed 24,000 four, 12,000 eight pages per hour.

256. **Goss Clipper Web Printing and Folding Machine.** Works four and eight pages of either six or seven columns; cuts pages 23½ inches long; folds to quarter page. Speed up to 10,000 four or eight-page papers per hour.

165. **Bullock Web Printing and Folding Machine.** Works four and eight pages, six, seven or eight columns to page; sheet 23½ inches long. Speed 9,000 per hour. Folds to half-page size.

90. **Clause Web Printing and Folding Machine.** Works four and eight pages, seven and eight columns to page; cuts pages 23⅝ inches long; folds to half-page size. Speed 10,000 per hour.

Send to nearest office for prices and further information about the above machines.

NEW YORK OFFICE, 41 Park Row.
CHICAGO OFFICE, 321 Dearborn St.
ST. LOUIS OFFICE, 319 N. 4th St.
BOSTON OFFICE, 7 Water St.

WALTER SCOTT & CO.
PLAINFIELD, NEW JERSEY, U. S. A.

CABLE ADDRESS, *WALTSCOTT*, NEW YORK.

SANDERS ENGRAVING CO.

Sanders'
That's It

The name that breeds contentment when found affixed to a printing plate of any kind, be it half-tone zinc etching or electrotype

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"WRITE TO SANDERS ST LOUIS"

GET THE HABIT
WATCH each Month the Queen City Ink Beast Parade.
The...
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That every Ink Maker BOLD
enough to claim his inks...are as
good... as QUEEN CITY INK
...is a little SHY when it comes
to DELIVERING the GOODS

The part he is SHY is that which is *BEST* in *QUEEN CITY INK*

THE QUEEN CITY PRINTING INK COMPANY

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COATED PAPER, MADE BY
THE CHAMPION COATED PAPER CO.
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THE MONOTYPE

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Chicago Representative
334 Dearborn Street, Chicago, Ill.

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Southern Representative
311 Church Street, Nashville, Tenn.

HADWEN SWAIN
MANUFACTURING CO.
Representative for Pacific Coast
San Francisco, California

THE FOLLOWING pages, which are haphazard samples taken from the regular work done on the Monotype by the Roy Press, of New York, serve a useful purpose as directing attention to one of the most admirable features of the machine.

By its aid an order for tabular matter becomes one of the most profitable that come into the Monotype printer's office. No other machine can separately justify different portions of the same line as can the Monotype. No machine can handle rule-and-figure work with any approach to the economy and facility of the Monotype.

Thanks now to the new system by which the Monotype casts figures on the regular type-founders' en bodies, so that the set is identical with that of the ordinary foundry characters, an additional advantage is added.

Taken in connection with the new attachment for casting display and job type in all sizes up to thirty-six point, the Monotype's facility in the production of all varieties of tabular matter renders it the most profitable machine the printer can employ.

WOOD & NATHAN CO., Sole Selling Agent
1 MADISON AVENUE NEW YORK

COMPARATIVE STATEMENT EXHIBIT OF THE LARGEST LIFE COMPANIES

The following valuable tabulation has been compiled from the annual statements of the largest life insurance companies of the United States, each having more than $200,000,000 in force, as filed with the New York Insurance Department for the year ending December 31, 1904.

	Company of Buffalo.	Company of New York.	Company of Chicago.	Company of St. Louis.	Company of Cincinnati.	Company of Providence.	Company of Pittsburg	Company of Boston
ADMITTED ASSETS.	$	$	$	$	$	$	$	$
Real estate	16,806,933	633,165	36,895,647	3,042,105	12,494,958	13 257,500	3,374,608	3,109,691
Mortgage loans	33,094,145	32,686,318	81,623,509	24,528,104	15,682,359	23,595,105	93,386,076	46,302,398
Bonds owned	55,110,424	20,017,913	171,305,245	26,917,150	37,928,168	†287,062,384	71,643,350	24,391,446
Stocks owned	9,160,394	6,847,013	54,264,129	524,152	4,200,400			
Collateral loans		1,051,395	10,805,000	2,984,720	5,665,100	550,000		1,957,450
Premium notes and loans to policyholders	2,642,494	3,890,906	23,544,440	7,225,858	2,427,950	39,119,093	16,869,190	13,494,902
Cash in office and bank	7,323,373	7,076,623	22,651,667	925,821	6,832,682	17,694,109	3,588,037	1,170,250
Deferred and unpaid premiums	3,246,081	674,113	7,945,525	1,797,713	2,638,561	6,832,498	2,006,090	1,188,196
Accrued interest and rents	710,471	818,733	3,303,019	617,522	641,776	2,469,571	2 910 082	1,621,011
Total admitted assets	128,094,315	73,696,179	412,438,381	68,563,145	88,511,955	390,660,260	173,777,433	93,235,347
Assets not admitted	275,939	55,743	1,514,640	358,233	70,261		17,091	72,496
LIABILITIES.								
Policy reserve	111,130,170	61,817,814		57,008,468	70,032,918	366,222,459	158,826,634	84,530,194
Special reserve	1,180,289	2,194,786	5,420,000	1,062,679	3,911,122			
All other liabilities	948,636	*g* 3,127,938	5,420,394	1,889,611	1,447,466	6,909,661	*d* 27,674,020	1,458,086
Total liabilities	113,259,095	67,140,538	80,494,861	59,960,758	75,191,500	343,132,120	186,500,654	85,988,280
Surplus (admitted)	14,835,220	*n* 6,555,641	8,493,221	*f* 8,602,387	13,320,449	*b* 47,528,140	7,276,779	7,247,067
INCOME.								
Premiums on new policies	6,971,123	1,203,991	49,818,409	2,119,664	7,465,428	14,048,537	3,133,648	1,752,683
Renewal premiums	42,941,983	7,463,580	809,961	9,704,932	32,605,035	63,750,386	21,711,899	10,112,827
Dividends applied to purchase paid-up insurance		11,077		102,278	29,440	511,740	779,301	379,191
Dividends applied to pay renewal premiums	729,298	500,520		725,732	71,227	624,104	2,371,116	1,218,407
Surrender values applied to pay renewal premiums		570	19,804,970	25,239	1,755	10,900		13,015
Surrender values applied to purchase paid-up insurance		280,700	1,901,689	176,050	876,406			
Annuities	166,520	10,000	1,620,357	464,689	106,406	1,610,910	44,776	226,708
Total premiums	50,808,924	9,470,438	62,643,837	13,318,584	41,155,697	80,556,577	28,040,740	13,702,831
Interest on mortgages	1,695,395	1,607,528	3,352,128	1,168,603	652,156	1,069,232	4,070,175	2,167,520
Interest on other securities	2,528,439	1,411,819	10,660,233	1,636 213	2,025,558	13,275,062	3,876,193	1,788,611
Rents	824,162	41,950	1,864,758	200,719	769,898	946,723	387,443	174,107
Total interest receipts	5,047,996	3,061,097	15,877,119	3,005,535	3,447,612	15,291,017	8,333,811	4,130,238
All other income	128,837	27,308	555,740	451,383	125,799	1,043,678	336,599	14,698
Total income	55,985,757	12,558,843	79,076,696	16,775,502	102,382,979	96,891,272	36,711,150	17,847,767
DISBURSEMENTS.								
Death losses paid	14,826,976	2,890,372	18,049,539	3,161,733	11,258,506	19,734,245	6,985,326	5,081,322
Matured endowments	123,131	1,528,085	3,003,525	1,119,899	49,167	5,051,629	1,289,078	1,293,831
Annuitants	74,773	1,277	980,350	200,134	47,651	1,723,160	50,897	120,694
Surrender values*	657,816	544,923	8,353,730	980,462	1,254,486	7,790,058	3,024,460	1,438,159
Dividends*	876,798	724,024	6,001,903	880,547	885,589	5,989,491	5,340,482	1,920,775
Total to policyholders	16,559,494	5,688,681	36,389,047	6,342,775	13,495,399	40,288,583	16,690,243	9,854,781
Paid on supplementary contracts	3,535	7,938	226,346	100,709	13,507	95,279	98,140	
Commissions and agency expenses	13,688,656	1,167,538	9,428,663	1,859,946	10,990,236	13,994,249	3,106,293	1,498,978
Medical Examiner's fees, salaries and inspection of risks	855,974	109,677	888,524	150,776	616,856	900,476	187,484	150,584
Salaries of officers and home office employees	1,940,044	207,971	1,177,501	274,597	1,358,854	725,101	513,278	310,530
Rents	664,955	54,812	335,031	48,839	676,588	144,401	41,042	
Advertising	75,422	17,739	325,847	62,521	219,233	1,193,923	6,784	53,866
Taxes	881,583	354,938	1,073,161	398,536	838,030	273,305	700,654	453,913
Repairs and expenses on real estate	287,482	32,241	549,667	133,772	*x* 420,576		182,079	56,533
Losses on sales, depreciation, etc	*k* 250,000		*z* 500,000		1,264,282	1,324,025		*e* 69,261
All other expenses	1,227,101	363,879	1,074,864	177,406	129,125,280	183,396,409	377,187	199,580
Total expenses	19,871,217	2,308,795	15,353,258	3,106,393	16,384,635	19,447,867	5,114,801	2,793,245
Total disbursements	36,434,246	8,005,414	51,968,651	9,549,877	29,893,541	59,831,729	21,903,184	12,648,026
Income saved	19,551,511	4,553,429	27,108,045	7,225,625	14,835,567	37,059,543	14,807,966	5,199,741
POLICY EXHIBIT.		(*c*)						
New insurance written, less not taken — Policies	*o* 135,199	16,946	104,196	6,972,817	*n* 166,335,754	185,367	74,579,288	47,405,934
New insurance written, less not taken — Amount	*o* 101,012,566	28,658,997	221,729,570	62,745,113	*n* 36,189,157	330,866,965	11,963,561	994,515
Insurance revived and increased	*n*	197,970	3,407,790	11,878	*n* 202,524,911	14,855,558	86,542,849	48,400,449
Total new issues, less not taken	*n* 305,258,155	28,856,967	225,137,360	28,854,761	*o* 109,485,065	345,722,523	16,505	10,360
Insurance terminated, less not taken — Policies	*o* 107,068,338	8,554	54,324	145,286	*n* 1,081,902	75,163	40,841,756	22,463,257
Insurance terminated, less not taken — Amount	*n* 1,402,175	14,855,105	139,513,210	342,676,444	*n* 140,468,582	162,326,114	102,027,893	359,612,068
Insurance in force, issue basis — Policies	*n* 237,244,753	(*a*)	(*a*)	(*a*)	(*a*)	(*a*)	(*a*)	(*a*)
Insurance in force, issue basis — Amount	*o* 47,038,916							
Insurance in force, paid for basis — Policies	*n* 7,614,729	138,538	1,495,542,892	34,701,701	*o* 380,740,769	924,712	299,730	25,937,192
Insurance in force, paid for basis — Amount	*o* 415,177	237,304,739	85,624,150	33,890,352	*n* 62,056,329	1,928,609,308	708,552,287	155,009
Net gain in amount in force	*n* 68,013,402	14,000,862	*n* 16,396'809	231,508,259	*o* 63,417,866	227,218,094	45,701,093	169,939,793

MONOTYPED BY THE ROY PRESS, NEW YORK

AGE 84—51 PAY'T LIFE

ACTUAL RESULT OF

POLICY No. 844,658—AMOUNT $10,000

Class, Free Tontine—Accumulation Period ends August 5, 1905.

OPTIONS TO ASSURED

1. TO CONTINUE THE POLICY (*NOW FULLY PAID-UP*) FOR - $30,000.00
   and draw CASH DIVIDEND of - - - - $2,291.01
2. TO CONVERT POLICY AND DIVIDEND INTO PAID-UP ASSURANCE FOR - - $31,450.00
   Subject to approval of risk for excess over amount of original policy.
3. TO DRAW SURRENDER VALUE OF POLICY IN CASH, - - $6,578.80

In considering these results, it must also be remembered that if the Policy had terminated by death at any time during the Dividend Period, the Society would have paid $10,000.

The results on the above policy per $1,000 are as follows:

1. PAID-UP POLICY - - - $7,000.00
   and DIVIDEND IN CASH - $429.31
2. PAID-UP POLICY - - - $5,149.00
3. CASH VALUE, - - - - - $751.52

(Six Kinds of Type With Two Operations)

TABLE OF AGES AND WEIGHTS

	43 52	45.34	46.42	47.50	48.23	48.59	48.59	48.59	47.50	
1.52	54.40	56.67	58.02	59.38	60.29	60.74	60.74	60.74	59.38	
	65.28	68.00	69.62	71.26	72.35	72.89	72.89	72.89	71.26	
	44.24	45.70	46.78	47.50	48.59	49.32	49.32	49.32	48.59	
1.55	55.30	57.12	58.48	59.38	60.74	61.65	61.65	61.65	60.74	
	66.36	68.54	70.18	71.26	72.89	73.98	73.98	73.98	72.89	
	44.97	46.42	47.50	48.23	49.32	50.05	50.05	50.05	49.68	
1.57	56.21	58.02	59.38	60.29	61.65	62.56	62.56	62.56	62.10	
	67.45	69.62	71.26	72.35	73.98	75.07	75.07	75.07	74.52	
	46.06	47.50	48.59	49.32	50.41	51.14	51.14	51.14	50.77	50.77
1.60	57.57	59.38	60.74	61.65	63.01	63.92	63.92	63.92	63.46	63.46
	69.08	71.26	72.89	73.98	75.61	76.70	76.70	76.70	76.15	76.15
	47.50	48.96	50.05	50.77	51.86	52.22	52.58	52.58	52.22	51.86
1.63	59.38	61.20	62.56	63.46	64.82	65.27	65.73	65.73	65.27	64.82
	71.26	73.44	75.07	76.13	77.78	78.32	78.88	78.88	78.32	77.78
	48.59	50.05	51.14	51.86	52.94	53.31	54.03	54.03	53.67	53.31
1.65	60.74	62.56	63.92	64.82	66.18	66.64	67.54	67.54	67.09	66.64
	72.89	75.07	76.70	77.78	79.42	79.97	81.05	81.05	80.51	79.97
	50.05	51.50	52.58	53.31	54.39	54.76	55.49	55.49	55.49	54.76
1.68	62.56	64.37	65.73	66.64	67.99	68.45	69.36	69.36	69.36	68.45
	75.07	77.24	78.88	79.97	81.59	82.14	83.23	83.23	83.23	82.14
	51.50	53.31	54.39	55.12	56.21	56.58	57.30	57.30	57.30	56.58
1.70	64.37	66.64	67.99	68.90	70.26	70.72	71.62	71.62	71.62	70.72
	77.24	79.97	81.59	82.68	84.31	84.86	85.94	85.94	85.94	84.86
	52.94	54.76	55.85	56.94	58.02	58.38	59.11	59.11	59.11	58.75
1.73	66.18	68.45	69.81	71.17	72.53	72.98	73.89	73.89	73.89	73.44
	79.42	82.14	83.77	85.40	87.04	87.58	88.67	88.67	88.67	88.13
	54.39	56.21	57.66	58.75	59.84	60.20	60.56	60.93	60.93	60.93
1.75	67.99	70.26	72.08	73.44	74.80	75.25	75.70	76.16	76.16	76.16
	81.59	84.31	86.50	88.13	89.76	90.30	90.86	91.39	91.39	91.39
	55.85	57.66	59.47	60.56	61.65	62.02	62.36	62.74	63.10	63.10
1.78	69.81	72.08	74.34	75.70	77.06	77.52	77.97	78.42	78.88	78.88
	83.77	86.50	89.21	90.84	92.47	93.02	93.56	94.10	94.66	94.66
	57.66	59.47	61.29	62.74	63.46	64.19	64.19	64.55	65.28	65.28
1.80	72.08	74.34	76.61	78.42	79 33	80.24	80.24	80.69	81.60	81.60
	86.50	89.21	91.93	94.10	95.20	96.29	96.29	96.83	97.92	97.92
	59.84	61.65	63.46	64.91	65.28	66.37	66.00	66.37	67.09	67.09
1.83	74.80	77.06	79.33	81.14	81.60	82.96	82.50	82.96	83.86	83.86
	89.76	92.47	95.02	97.37	97.92	99.55	99.00	99.55	100.63	100.63
	61.65	64.19	65.64	67.09	67.46	68.54	68.18	68.54	68.54	68.54
1.85	77.06	80.24	82.05	83.86	84.32	85.68	85.22	85.68	85.68	85.68
	92.47	96.29	98.46	100.63	101.18	102.82	102.26	102.82	102.82	102.82
	68.32	66.73	68.18	69.63	70.35	71.08	70.35	70.35	69.63	69.63
1.88	79.78	83.41	85.22	87.04	87.94	88.85	87.94	87.94	87.04	87.04
	95.74	100.09	102.26	104.45	105.53	106.62	105.53	105.53	104.45	104.45

EXHIBIT XXVII.—PAYMENTS TO POLICYHOLDERS.

Rank.	NAME OF COMPANY.	Death Claims Paid.	Matured Endowments.	Paid to Annuitants.	Lapsed, Surrendered and Purchased Policies.	Dividends to Policyholders.	Total Paid Policyholders.
		$	$	$	$	$	$
1	New York Life	15,932,508	4,945,102	1,626,605	4,713,830	4,240,515	30,558,560
2	Equitable, N.Y.	15,281,962	2,225,931	786,095	6,437,339	4,477,924	29,191,251
3	Mutual of New York	17,529,456	4,063,384	1,805,507	3,186,221	2,486,790	29,071,358
4	Northwestern Mutual	5,639,517	1,835,615	36,413	1,861,977	4,180,268	13,553,790
5	Mutual Benefit	4,372,501	1,948,664	93,264	1,353,227	1,801,228	8,668,884
6	Connecticut Mutual	4,049,466	322,144	5,718	500,636	1,314,850	6,192,814
7	Ætna Life	2,738,976	1,788,794	.....	435,767	714,443	5,677,980
8	Penn Mutual	2,473,166	871,149	129,927	687,492	699,570	4,861,304
9	Provident L. and T	1,373,199	1,407,241	75,359	359,965	771,975	3,993,739
10	Mutual Reserve	2,878,069	.....	.....	442,752	50,442	3,371,263
11	New England	1,922,758	320,042	.....	449,148	527,540	3,219,488
12	Massachusetts Mut	1,564,242	275,365	.....	318,846	785,138	2,943,591
13	Union Central	1,300,354	428,425	19,969	397,710	374,769	2,581,227
14	Germania	1,119,743	756,302	29,985	327,827	189,724	2,423,581
15	Washington	875,577	805,381	37,878	172,203	155,669	2,046,708
16	National of Vermont	1,037,333	197,125	54,264	481,121	129,426	1,899,269
17	Travelers	1,398,617	359,700	17,485	186,476	.....	1,872,278
18	Manhattan	1,157,996	287,254	9,524	236,538	51,385	1,742,697
19	State Mutual	721,862	208,984	.....	364,854	419,996	1,715,696
20	Provident Savings	1,264,642	1,071	10,307	206,890	129,204	1,612,114
21	Berkshire	676,027	128,500	.....	394,142	347,074	1,545,743
22	Phœnix Mutual	840,861	141,833	7,560	280,029	248,474	1,524,757
23	Home Life of N. Y.	718,136	226,644	28,471	152,698	211,735	1,337,684
24	Fidelity Mutual	1,149,748	.....	772	50,268	31,591	1,232,369
25	United States	612,843	129,430	19,776	243,888	72,293	1,078,230
26	Union Mutual	657,847	150,597	1,333	106,687	60,152	976,616
27	Michigan Mutual	434,612	103,159	.....	179,316	33,675	750,762
28	Pacific Mutual	344,605	45,894	6,423	89,381	134,099	621,002
29	Conservative Life	135,700	.....	.....	367,135	(*h*) 2,845	505,680
30	Security T. and L	398,073	.....	.....	29,463	.....	427,536
31	Minnesota Mutual	247,971	.....	.....	63,351	89,458	400,780
32	Security Mutual	353,469	.....	.....	14,571	1,892	369,932
33	Illinois Life	187,329	19,836	300	150,587	11,625	369,677
34	Franklin Life	221,152	.....	.....	89,265	3,656	314,073
35	Bankers of New York	266,161	.....	.....	25,646	21,035	312,842
36	Connecticut General	146,409	57,478	99	72,225	28,080	304,291
37	National of U. S. of A	204,324	.....	.....	45,490	176	249,990
38	Equitable of Iowa	112,850	11,505	.....	40,358	62,924	227,637
39	State Life	153,906	.....	.....	19,305	39,492	203,703
40	Des Moines Life	174,731	.....	.....	11,517	(*c*) 1,625	187,979
41	Maryland	120,765	12,859	.....	18,428	12,020	166,646
42	Royal Union	69,363	.....	.....	44,244	5,357	118,964
43	Presbyterian Min	51,475	24,700	4,563	10,444	.....	91,182
44	Boston Mutual	61,073	.....	.....	5,683	1,149	67,905
45	Northern Central	55,592	.....	.....	469	.....	56,061
46	Missouri State	52,341	.....	.....	3,186	.....	55,527
47	National L. and T	6,766	.....	827	47,408	.....	55,001
48	Inter-State of Ind	14,500	.....	.....	27,764	.....	42,264
49	German Mutual	24,797	7,308	.....	2,537	5,909	40,551
50	Northwest'n L. & S	37,950	.....	.....	2,150	40,100	.....
51	Bankers of Neb.	28,507	392	.....	5,866	231	34,936
52	American Central	20,379	.....	.....	2,880	4,412	27,671
53	Chicago Life	25,714	.....	.....	1,881	.....	27,595
54	Register L. and A.	13,543	.....	.....	1,040	8,721	23,304
55	Reserve Loan	22,500	.....	.....	.....	2,991	25,491
56	Wisconsin Life	10,000	.....	.....	6,138	.....	16,138
57	Federal Life	10,283	.....	.....	3,441	.....	13,724
58	Security L. and A.	13,695	.....	.....	.....	.....	13,695
	Aggregates	96,150,366	22,307,808	4,794,623	25,692,583	23,979,665	172,925,045
	Combined Agg	117,654,112	22,419,860	4,868,841	27,249,824	25,838,732	198,031,369

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PRINTERS

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ALL PLATES AND PAPER HELD IN STOCK AT OWNER'S RISK.

NEW YORK, March 10, 1905.

Messrs. Wood & Nathan Co.,

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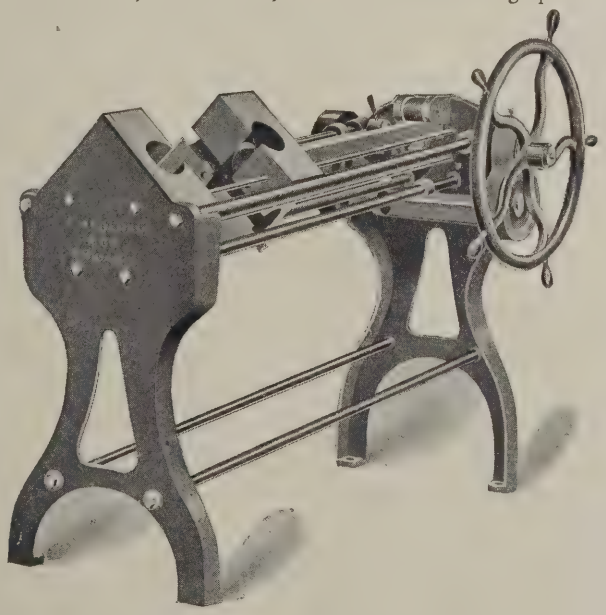

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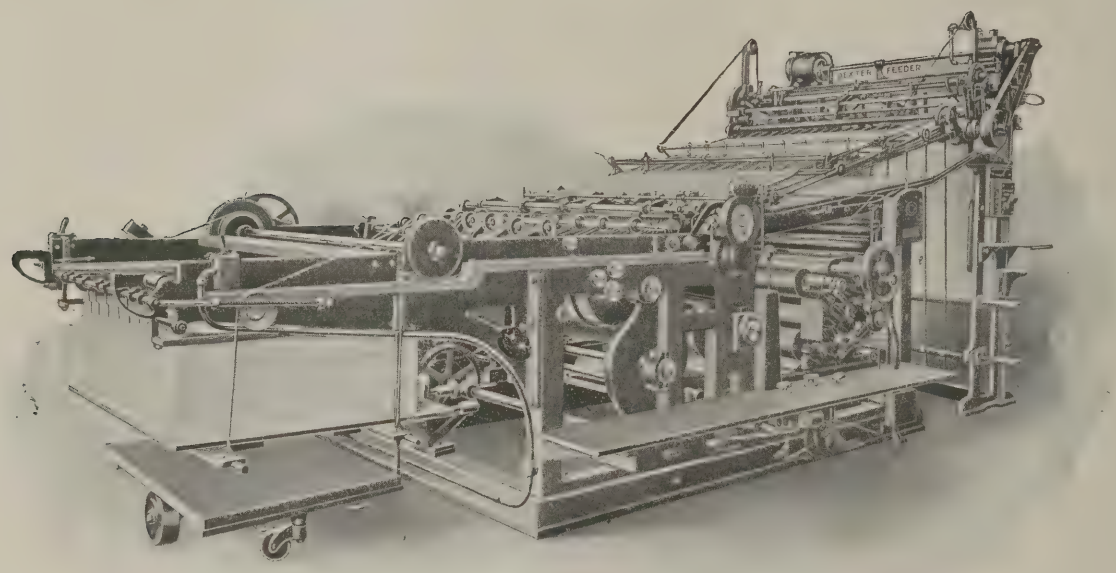

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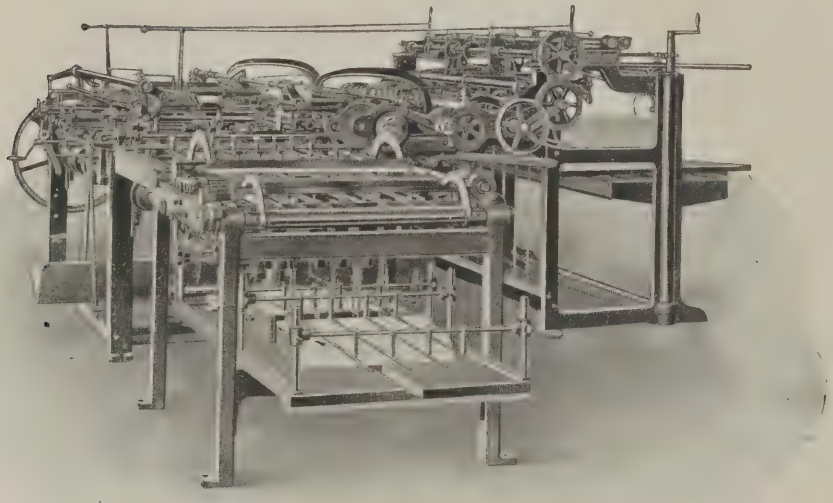

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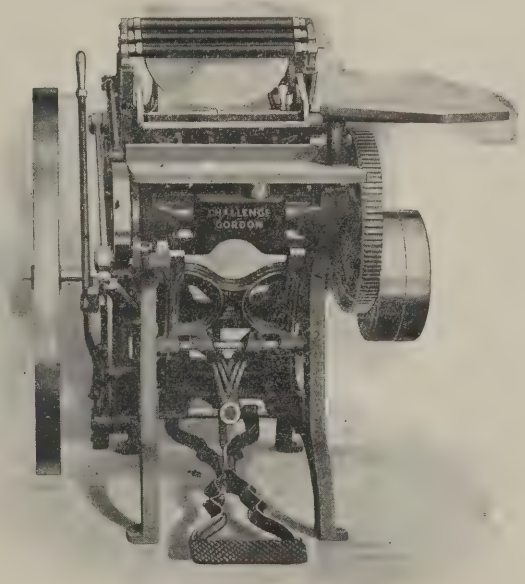

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The Charles Francis Press, New York City, said last month:

"The Century is still the press of the century. We herewith enclose order for our fourteenth machine."

The American Label Mfg. Co., Baltimore, Md., says:

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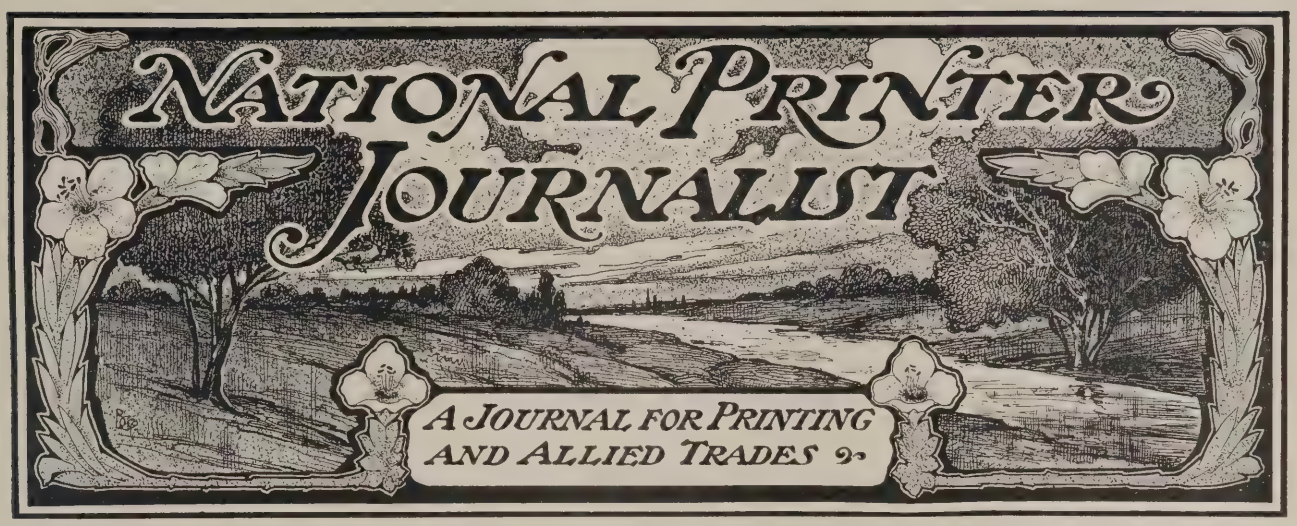


Volume Twenty-two Chicago, April, 1905 Number Four

SECURING AND HANDLING ADVERTISING.

THE TRUE FOUNDATIONS OF BUSINESS SUCCESS.

IN the following from an address delivered by Manly L. Gillam of the New York *Herald* before the employes of the advertising department of the Brooklyn *Eagle,* many things, many ideas and principles, will be found of value in any part of the printing and newspaper publishing business, that when applied to the soliciting, securing, handling and holding advertising are beyond estimate; they are the foundation truths on which success can be surely built without the possibility of failure:

"I have known cases where young people were said to be brilliant persons, of great mental capacity, and folks have said 'So and So will make a great success.' But, after all, he doesn't make a very great success. I remember in the little town where I was born there was a little merchant named Doty. He had a store about twenty feet square, and his whole stock might not have amounted to over $50. In that town there were several rather pretentious grocery stores, and a general store, and people used to speak disparagingly of Doty. To illustrate the tip end of smallness we would say 'Doty.' When I returned to that town, after an absence of about twenty years and asked 'Where's so and so, and where's so and so?' people would say, 'Well, so and so's dead, and so and so's carrying on business here and there'; but when one asked what had become of Doty, the people said 'Doty is the merchant of the town.' Doty was there during business hours, and when any one wanted Doty, Doty was there. Nobody ever estimated that Doty had any capacity, but by and by the people began to find a reason for the growth of Doty's business, and they found that he had the very elements of business success. When people were making fun of him, he was attending to business, and the result was that he had a large business.

JOHN WANAMAKER BEGAN BUSINESS LIFE IN A BRICK YARD.

"Take John Wanamaker. He worked in a brick yard at the hardest kind of work. He was but a boy. He carried the bricks and stacked them up and I don't believe there was a boy with less outlook, less promise, or less ability than John Wanamaker. He had no education, no schooling of any amount. There he was. He was simply a boy who did his work well. He didn't study between meals, either. No human being can have a higher regard for education than I have, and I believe that no man or woman can know too much, but you can know in the wrong way. John Wanamaker was a boy who had had no schooling facilities, but was a sturdy, earnest and energetic boy who was willing to work. You know what he came to. He is the man who has revolutionized merchandise in this country by his energy, his originality, his earnestness. Earnestness is a tremendous thing. When he went to Philadelphia he was a boy, and there were probably 50,000 with the same outlook, the same promise and a great many with more reasons for success than he."

Mr. Gillam said he was a country boy with no schooling facilities whatever, except three months each winter until he was 11 years old. Some time later, he said, it occurred to him that there was such a thing as shorthand and the very idea that anybody could make a mere mark that meant a word was fascinating to him. In 1860 he sent to Ben Pitman, in Cincinnati, for a manual of phonography. Without ever having even seen a man who could write shorthand, or knew anything about it, Mr. Gillam said, he took up the study and became a very swift stenographer. Then he outlined a series of rapid strides which he made in shorthand writing, telling of his engagement by the Pinkerton National Detective Agency in Philadelphia and then his identification with the big Philadelphia dailies. Then he went to Boston, covering the state legislature for the *Globe.* From here he drifted in the advertising business in Philadelphia, through a variety of interests held by the owner of the *Record.* One was a very fine herd of Holstein cows, from which butter was produced to sell at a dollar a pound. Mr. Gillam was given the task to place the product before the public and he got up a series of advertisements which resulted in selling the entire output to people who were willing to pay $1.

"In writing advertisements," said Mr. Gillam, "think of what you have to offer, who will be interested and how you will interest them. I thought of something that would catch the eye, that would catch my eye and catch me and then I asked myself, 'Do I really understand what I know?' I knew that the cattle were from Holland and when I began reading up, I found that the oldest breed of cattle in the world was the Holstein. I said to myself there is an advertising point. I wrote four advertisements, had them set in Wanamaker type, for that was the most conspicuous in that day. I presented a history of the cows and cuts of four different Holsteiners. Under my little story about the antiquity of the cattle, I wrote: 'Butter from a herd of Holsteiners will be on sale at the market after 10 o'clock this morning.' An hour later not a pound of butter was left. John Wanamaker came down to the office the next morning and wanted the man who wrote the advertisement.

THE SUCCESSFUL CANVASSER THE MAN WHO SELLS PUBLICITY.

"The successful canvasser? You are dealing with an intangible something. You are selling publicity. As a newspaper solicitor you ask people to pay you for publicity and the tendency is to regard publicity as being measured by the number of papers that are sold. A great many publications, as you know, are very shy about saying what their circulation is. Some others are anxious to say, and if you think at all you will notice that, in spite of those truly great figures, somehow, the results don't seem to follow, and in cases where figures are not given results do follow. I tell you that the mere question of the number of circulation isn't of the least consideration to me. We have in Europe a Paris edition of the *Herald*, which has an actual circulation between 15,000 and 20,000. About two months ago when I was talking with Harmsworth he said: 'Mr. Gillam, I am willing to say to you in regard to the circulation of the European edition, that the *Herald* edition is more valuable than the 750,000 or 800,000 of the *Mail*. My papers go to the Continent, to people who are there to make money, and your papers go to the people who are abroad to spend money. I don't hesitate to say that, for such advertising, your paper is more valuable than mine.'

"The New York *Herald* has nothing like the circulation of the *Journal* or *World*, but what does that signify? It is the results that count. So you gentlemen who are solicitors are selling an intangible thing. Who is going to say what a circulation is worth? Take the *Herald*. It brings results to the man who uses it and pays the price which we fix. Ninety-nine times out of a hundred the man will be satisfied. Take the Brooklyn *Eagle*. The man who uses the Brooklyn *Eagle* and pays the price that the Brooklyn *Eagle* fixes will, ninety-nine times out of a hundred, be satisfied.

"You can't use a footrule. You can't put an absolute measure upon the value of a medium. I believe that a solicitor should be so solicitous that he should be anxious to be helpful to the advertiser, as well as to his paper. I believe that no paper should have a solicitor who will simply go out with a dragnet and gather in everything in sight, regardless of whether his medium would be helpful or not.

MUST THINK FOR INTERESTS OF BOTH PAPER AND CLIENT.

"If you believe (knowing your paper as you do, and every solicitor has to know the capacity of his paper) advertising will readily be helpful to a man, and if you prove that the amount of advertising is a proper amount for him to use, go in for it with all the energy you have got. If you believe the space is too much, I say that you should tell the advertiser so. I think that an advertising solicitor is best to the interests of his paper and to his client if he simply thinks with both sides of the question. I tell you that there is a field for advertising solicitors and there always will be a field worthy of your best endeavors. The possibilities of little concerns are almost infinite. The condition that I am talking about is an ideal condition, but nevertheless it is a condition that should exist and I believe that the successful paper will get more and more in that way. You won't find two more successful papers than we have mentioned so often tonight. It is a time when there is a tendency to reduce prices. Take the Brooklyn *Eagle* at 3 cents and the New York *Herald* at 3 cents. I have not a doubt that, if the *Eagle* would come down to 1 cent, its circulation would be greatly increased, but I doubt very much if the advertising value would be increased."

Mr. Gillam related an incident that occurred in the Cafe Margery in Paris, from which, he said, newspapers could draw a little lesson. The story is told by Gordon Smith, Berlin correspondent of the *Herald*, who was seated in the Cafe Margery eating dinner, when a very pompish, military, Frenchman came in, called the waiter and ordered something to eat. When it was served he looked at it, frowned upon it and said with disgust: "Take it away!" He denounced the waiter and declared the dish was not fit to eat. The waiter protested, but the Frenchman was unreasonable, and just then M. Margery, the millionaire proprietor, came along. He asked the waiter, "What's the matter?" The waiter explained and when M. Margery looked at the dish, he, too, sternly ordered the waiter to "Take it away." The crestfallen waiter took the dishes away and a few minutes later Mr. Smith, who happened to have ordered the same dish, spoke to M. Margery and asked what was the trouble with the order.

"With me," said M. Margery, in French, "and in my house my patrons are always right."

"It makes no difference what your patrons say, please them. You can't go too far. There is a principle underlying it all. A paper has to have a canvasser that is worthy of the paper. I don't believe in dragnet business. If a paper has a circulation at all, that circulation is of some value.

"I think that the writing of advertisements is an excellent thing to do. A seductive solicitor encourages a small business man to try a little advertising and results may be good. The next step is almost always to put him so far in that he cannot recover. I tell you, you want intelligence behind it. If you show an advertiser that advertising will be helpful to him and that there are possibilities of increasing his business then encourage him to do a little more; help him to prepare his ad and make it look attractive, so that he will get results from it.

"A most important factor in a solicitor's work is to make it easy for an advertiser to advertise. I think that the *Eagle's* idea of having a stenographer in the business office for the convenience of advertisers is a most admirable thing. Anything which a newspaper can do to help, to advise and to cooperate with the advertiser is helping the paper, as well. The solicitor should be able to say why he thinks advertising in a certain paper will be helpful. It is publicity and influence that the paper can dispose of and it is a fact that the Brooklyn Daily *Eagle* can knock at any door and get into any home in Brooklyn."

BRYAN MAXIMS.

"Taking things as they come" is not optimism, and pointing out the wrongs that abound is not pessimism.

The man who reaps joy today is the man who sowed smiles yesterday.

The best way to measure a man is to put him alongside a big issue.

It's a selfish man who insists on sharing the benefits without helping to bear the expense.—*The Commoner.*

AN EDITOR WITH THE BROTHERS OF ST. PAUL.

SOME POINTS ON HOW AN EDITOR SHOULD BE KEPT IN TRAINING AND HOW HE SHOULD EDIT.

BY JAS. H. FERRIS, OF THE JOLIET, ILL., DAILY *News*.

AT a meeting of the Brotherhood of St. Paul in the Richards Street M. E. Church, Joliet, Ill., Mr. Jas. H. Ferris, editor of that very successful paper, the Joliet *Daily News* — a paper which has illustrated the fact, that absolute independence in political views, provided an editor is earnest, candid, consistent and honest, does not in the least stand in the way of the success of a wideawake newspaper that stands *ever pat* for the highest truths and the best interests of its city, that is useful, aggressive and informing—recently gave a general talk about editors and editing that will be of interest and instructive value to the readers of the NATIONAL PRINTER-JOURNALIST. We have frequently referred to the work performed by the newspaper press toward that city's improvement. Joliet is one of the cleanest and best-governed cities, with fine boulevards, tree embowered streets, parks and private grounds all made lovely by borders of flowers or neatly cultivated gardens and flower beds. It is evident that the citizens who have taken up the work, initiated by and written about in the newspaper, appreciate the local press and hence desire to hear one of the editors talk about newspaper editing. Editor Ferris said in part:

To be sure there are all kinds of papers for all kinds of purposes. On this occasion I have in view the ideal newspaper, something conducted with the view of giving the public full and honest value, without concealment of purpose, evasion, subterfuging, dodging or sneaking.

"I have had little to do with the advertising end, as should be the case with an editor who hopes to sometime publish an ideal paper. The editor should be just as far from business as possible. He should have a tutor in language, a caretaker in clothing, and a trainer to keep him in an excellent physical condition, and in a bright frame of mind. The football champion should have no more careful training. In physical matters in comparison with the prize fighter, the fancy horse, or the game chicken, the editor should have the best.

Under this roof I am talking to people who give liberally of their resources towards upbuilding the principles upon which this sanctuary was founded. Naturally you are interested in those features and those people who should assist your own work and your own ideas of the proprieties of life. There should be much in common between the churchman, the editor and the public official, and I know you ask frequently why it is that there is not more in common, more coöperation. Why is it that editors and officials do not stand up more resolutely for those good things which are also popular and easy? I presume you ask this question more than any other pertaining to public work. I have pondered at this point many years, and I am still pondering, for there is nothing so popular and profitable and pleasant as the simple matter of doing the right thing.

EASY TO BE GOOD.

An editor should be truthful, frank, consistent, industrious, kind and good natured. It is very easy. He should strive in every manner possible to benefit the commonwealth. Not a Republican only, a Methodist, a relative, a personal friend—but all the people. There is more money and enjoyment in this than in anything else in the newspaper business. To be good natured at all times is probably the most difficult feature. When you believe a program should be pointed in one direction, and another believes it should be pointed in a different direction, you are very apt to ascribe improper motives for the other's action. The temptation then to use violent and bitter terms is very strong. The agents of the slot machines and the entertainment features of the saloon, the gamblers, and the devil, are so persistent and insistent, and the methods of the grafters, the predatory class, the whole motley crew of avarice and greed, are so audacious and inconsiderate it is hard to maintain good nature year in and year out. At many points it will be found easier to call names than to unhorse the enemy.

WHY THEY ARE UNLOVELY.

I am not sure that it is possibe in every instance to pursue a thoroughly conscientious course and at the same time maintain a smiling countenance. It has seemed to me that some who have made the most effectual battle, who obtained most lasting results, were really unkind in their methods, harsh, disagreeable, unlovely; and that their countenances became wrinkled and knotted from the violence of their thoughts and the earnestness of their purpose.

Perhaps some one person, upon some one time, or perhaps as a general rule, one may accomplish more by singing sweet songs or ladling out honey, than by strenuous contention and stubborn resistance, but the purpose, the object to be attained, is greater than the mere details of doing. The manner and method are local conditions, not biblical demands, and should be taken advantage of at the time and place. For the long fight honey alone, I am sure, will not be enough.

To give battle to the hosts of the ungodly is disagreeable employment, and in a large measure the cause for so many failures among editors and public men. They delight to bask in sunshine and favor as other men do. They dislike to criticise a friend or cloud the face of an acquaintance. Sometimes it would seem that good nature and the love of a glad hand are actual sins and among the greatest, for there are times when it is positively necessary for a newspaper man to steel his heart, set his teeth, and go out and do things for which his family, his friends, and all the people of the town will denounce him, or misinterpret his motives.

Those injured by an editor will injure him back. Those benefited expect a recognition of their own worth, and say nothing. Then, too, habit is something. An editor will not swear out a warrant against slot machines because other editors are not in the habit of doing it. It is not the fashion; it is not professional.

THE EASY EDITOR.

Editors are too good natured, too easy. They dislike to be disagreeable, and there is this dread of doing unkind things. Their friends upbraid them, and the hosts of the ungodly call them up by telephone to phone threats and distasteful epithets. The telephone is something of a convenience to the coward.

The easy editor is frequently tender hearted, but tenderness or pity may be misapplied. Too often the tenderness is for the grafter who has been caught; for the poor fellow arrested; or a sorrow for the criminal convicted by conscientious and courageous officials. Knocking against these good fellows is a grave offense; with some editors more grave than the offense of the criminal. Their thoughts run too shallow, and apply only to things nearby or convenient. It is not deep enough for the young woman found in a pond or ditch, her head crushed by a bludgeon. There is no thought for the mother, the ruined home, no thought of the disgrace and havoc. There is none for women and children in poverty, robbed by the brace game, and the slot machines, and the knock-out drops, or of the many other tricks of the gambler, confidence man and bum resort keeper.

A BAD CASE.

Too often editors and reporters meet these robbers in a pleasant way, knowing them to be such, apparently pleased with an acquaintanceship and a familiarity with notriety. A case of this misapplied official pity, to illustrate, happened in this city a few months ago. A man was arrested and confined at night in the police station for rape, that most brutal and loathsome, low-down, horrible crime. It was a flagrant case. But the officers were sorry for the man —not for his aged victim beaten into unconsciousness. The ruffian was released and encouraged on his way. This official is a public enemy; likewise the newspaper man who shields him. It would be as well to turn the offices and papers over to the criminals themselves. This is one of the situations where every editor, high or low, religious, political, independent or a Philistine, should be a knocker.

An editor should study the Bible, the statutes, and rhetoric with exceeding care, and then commune with the stars. Advice and discussion are desirable, but the editor must emphatically be the man with the hoe himself. These merchants, these politicians, these advertising men, these

persons and these friends are not at the helm constantly. They are not in touch with the currents, and the weather, and the things that went down stream, and the things coming. If they were there would not be so many different opinions among themselves. Not two men who ascend the editor's stairs in a day would write the same article in the same way, or give advice upon the same thing in the same way. Yet all these advisors, are useful to the editor. All add to his sum of knowledge. He picks up a little here and there from all to add to his store, or is no good.

EDITORS GETTING BETTER.

To have Horace Greeley or Samuel Bowles again with us in their prime would seem refreshing, but the editors are improving. The tribe is becoming more assertive, and the editor's name stands out a little more prominently, and the pretentious, but irresponsible, corporation is dropping back. And it is right the editor's name should stand, and the man belonging to it should be one of sufficient capacity to uphold the name with honor.

As a rule the editor may not be rightfully charged with criminal intent. Criminal neglect would be nearer the mark. Humanlike he desires ease, contentment and the indifferent opinions of his neighbors. This is the prevailing idea of Heaven. Often the editor is overworked, distracted by poverty, or occupied with other employment. He may desire an office, or have interest in a New Mexican mine, a job office, or a real estate speculation. He may not be lazy, but mankind shrinks from publicity, preferring a warm room and a good lunch above the victories or rewards to be obtained in any glorious overthrow of the hostiles.

These opinions have been hastily assembled, and in a rough way are merely the commencement of a complete course of instruction to be compiled for the editor's use later on. The editor should do the utmost possible for his community, and at any time you can add to this general outline, please put it in tangible form. I have been in Missouri often enough to be shown.

LITTLE SERMONS FOR ADVERTISERS.

From Rusty Mike's Diary.

Fish cannot live in still water—neither can progressiveness live with the man who don't advertise.

Small obstacles on the track don't keep the train from moving on—yet sometimes a mighty little disappointment in advertising will cause a big man to falter.

One advertisement hasn't the power to increase a business any more than one grain of corn has of fattening a chicken.

Watering the lawn once won't keep it green the rest of the year—advertising once won't make any noticeable difference in the annual profits.

It would take an unlimited amount of fuel to heat the whole out doors—yet a great many advertisers would like to reach the four corners of the earth with a $50 advertising appropriation.

Men never become prominent by the things they did't do—it's the "doing" that counts—advertising for instance.

A trolley car with the "juice" off, like a business minus the advertising appropriation, soon comes to a standstill.

Better a poor man than a dead one—better a little advertiser than none at all.

Dark clouds do not always signify storm—neither do slow returns from advertising always mean failure.

Betting on the baseball suits instead of the ability of the players, like selecting a medium for looks instead of merit, often results in disappointment.

The best medium won't improve poor copy any more than a fine frame will add to the looks of a bad picture.

The finest horn in the world is no good if it isn't blown—neither is the best advertising campaign ever planned of any use if it isn't put into execution.

It's as easy to run an ocean steamer with a sewing machine treadle as it is to build up a business in the way some merchants advertise.

If people traveled as fast on the railroad as they expect to travel in advertising it would take about twenty minutes to cross the continent.—*White's Sayings.*

A BUNCH OF ERRORS.

In the announcement of a furniture and undertaking firm, recently printed in a Minnesota paper, appears this startling line: "We retain the dead in our upholstery department." The writer of the advertisement doubtless intended to say "lead."

"Fine line of hand sawed gloves" attracts special attention to the advertisement of Merchant Carpenter in a Missouri paper.

This appeared in the announcement of an Iowa clothier: "If contemplating a journey this cold, damp weather, equip yourself with one of our famous boats."

"Hat styles" in another Iowa paper read "Cat styles."

The result of a dropped letter is shown in the statement, "Our prices are hard to eat." Again, "There beats in every male beast a heart that warms to fine underwear."

A big black line, "Women's Walking Skirts," amused most readers of a small daily not long ago.

"Medicines for the rabies" is what happened when a druggist attempted to call attention to his stock of preparations for the cure of infantile disorders.

But perhaps the funniest result was caused in the clothing advertisement by the simple substitution of an "e" for an "i." It said: "Buy one of our stylish overcoats in vicuna, kersey and freeze.

A Western grocer, who attempted in his local paper to exploit after the style set by the professors of the conversational school a certain brand of breakfast food, found his name attached in big black letters to this somewhat extraordinary announcement:

"Gives you strength and the desire to accomplish something—that's what our own special kind of rolled oats do. Try 'em for breakfast once."

One of the advertisements put out by a small but ambitious Kansas druggist, who seriously contemplates the making of a fortune in the proprietary medicine line, contains this:

"If, suffering one, you would try a course of our famous tonic and restorative, life would become to you as sweet and beautiful as a full blown nose."

Another Kansas merchant—a hardware dealer—unintentionally hits the nail upon the head thus:

"Buy one of our 75 cent fool chests for your boy."

It was a Pennsylvania haberdasher who was made by the careless printer to announce "She shirts for men" in letters fully an inch high.

The Hotel Servoss, in a bustling, enterprising little town in the far Northwest, tried a local reader in the town paper. Unfortunately a space was misplaced, and this is the way it appeared:

"Many travelers tell of the excellence of the Hotel Servos stable. Try it next time you are in the city."

A Michigan shoe dealer, in a special rubber advertisement, unintentionally declares that "We have studied the robber business for twenty years."—D. H. TALMADGE, in *Fame.*

There is no excuse for a publisher's advertising a useless or hurtful patent nostrum. It is going into partnership with a thief, for a very small share of the stolen money, to help rob, if not to render ill and to aid in killing, his own patrons or subscribers. The public have an interest at stake and should see to it that the sale of hurtful drugs and compounds is not permitted.

THE BEST PERIODICAL FOR PRINTERS.

We received a copy of the NATIONAL PRINTER-JOURNALIST of Chicago this week, and it is the best periodical for printers we have seen for years.—*The Messenger,* Kansas.

A BUILDING THAT IS AN EXHIBIT.

FORESTRY BUILDING AT LEWIS AND CLARK EXPOSITION SYMBOLIC OF FOREST WEALTH—AN UNIQUE EXPOSITION STRUCTURE—ONE LOG CONTAINS LUMBER ENOUGH TO BUILD A COTTAGE.

BY W. E. BRINDLEY.

IN erecting the Forestry Building at the Lewis and Clark Exposition, the managers of the Western World's Fair have scored a double triumph; they have constructed a building which is absolutely unique in the history of Exposition building, and which is in itself an excellent exhibit of one of the greatest resources of the country which the Fair is designed to exploit. That part of the world which visits Portland during this coming summer will marvel that man's skill could erect such a structure, and that nature should have produced such immense tree columns as those used in its construction.

The building might be called a log cabin, if it were not so large, and so magnificent in detail. As it stands, it is a log palace, the second largest structure of logs ever built. It has already attracted more attention than any of the other Exposition structures, and visitors from the East will find it the most interesting thing about an Exposition in which nearly everything will be interesting.

Forestry Building.

The mammoth structure, American in design, American in construction, is distinctly northwestern in the materials of which it is constructed. Nowhere else in the world could one find many fir trees six feet in diameter for a length of over fifty feet, and one fir tree as great in thickness and length as a railroad coach.

The building has an environment admirably suited to its nature. On one side stand the other Exposition palaces, a long row of stately structures gleaming in the ivory whiteness of their coats of staff. On the other side is a little stretch of woodland, then a beautiful little canyon, and beyond, the foothills of the Cascades, their sides covered with native fir trees that have stood there since the days of Lewis and Clark. From the galleries of the Foresty Building the view on one side embraces the main Exposition picture, with all the life and motion, and color, and noise and gaudy display that must characterize a world's fair, and on the other the natural woodland, quiet, somber, serene, with the valley which nature's hand has chiseled, and the foothills which no man could ever build. The contrast is vivid, pleasing, and never to be forgotten.

It is hard to reduce a description of so wonderful a building to the hard reality of figures and facts, but nothing else can so impress one with its magnificent greatness. The building is 205 feet long by 108 feet wide, thus occupying half the space of a Portland city block. Two miles of five and six-foot fir logs, eight miles of poles, and tons of shakes and cedar shingles were used in its construction. One of the monster logs, no longer than many others, was found to weigh thirty-two tons.

There is an old song that runs:

"For it's fourteen miles from Schenectady to Troy,
Remember that when you're walking it, my boy," etc.

If one of the base logs in the Forestry Building, 52 feet long and six feet in diameter, were cut into standard size flooring boards one inch thick and three inches wide, the boy in the song could walk all the dreary fourteen miles on these flooring boards placed end to end.

To figure it another way: One of the logs contains enough lumber with which to build a two-story cottage, 40 x 40 feet in size, with a fence around it, and board walks to lead up to it. And there would still be enough wood left to kindle the fire in the grate for many months.

While in a general way the building looks like a log house, the details of the structure distinguish it and give it a stateliness of appearance in keeping with the general architectural excellence of the Exposition structures. The upper half of the building is constructed of cedar bark shingles, placed eighteen inches to the weather. The ends of the structure are gabled, and two balconies, set into the ends, one above the other, add to the architectural appearance. The entrances on the long sides are between tree pillars set up to form a colonnade. Primitive methods of construction have been used as far as possible. There is no carpentry work about the building, the logs being framed together with tree-nails and old-fashioned wooden pins. An over-hanging roof adds much to the appearance of the structure.

The interior of the building, as well as the exterior, is in itself an exhibit of the forest wealth of the Pacific Northwest. As one enters by the main entrance he sees before him a veritable forest of fir trees, as thick as a man is tall, and towering to the roof fifty feet above. The timbers with the bark still on, like the logs used in the construction of the sides, stand straight and sturdy as they did in the primeval forest where they were cut. There are fifty-two of these woodland giants which support the roof, and as many more, not so tall, which support balconies which run around the entire building. Rustic stairways give access to the balconies, and rustic railings protect the visitors from danger of falling to the floor below.

The forest giants used in constructing the building were felled in the Columbia river forests, about seventy-five miles from Portland. After being shorn of their branches they were placed in cradles to guard against the bark being torn off, and dragged to the river bank, where they were formed into rafts and floated down the river. From the Columbia, the logs were guided into the Willamette, and from the latter stream they were floated at high-water over the narrow strip of land that separates the river from Guild's Lake, the natural "grand basin" of the Exposition.

From the lake the trees were raised to the site of the Forestry Building by means of a giant skidway more than a quarter of a mile long. A mammoth crane, operated by means of a specially-constructed 40 horse-power donkey engine, was used to set the logs in place. Twelve thousand feet of wire cable were necessary for the hoisting and guys.

While the building will exemplify in its construction the forest wealth of Oregon, its contents will show the progress of the sawmill industry in the Pacific Northwest. In the balconies and in other parts of the building will be displayed a

complete exhibit of finished timber products, together with samples of all the woods grown in the Pacific Northwest. The exhibit, taken in connection with the structure which will house it, will convince people of the greatness of the Pacific Northwest timber resources as nothing else could.

THE MISSION OF THE EDITOR'S WIFE.

A LITTLE OF ADVENTURE AND STRENUOUS EXPERIENCE—THE SIMPLE LIFE AND THE PHILOSOPHY OF HAPPINESS, USEFULNESS AND SUCCESS.

BY MRS. M. BEAUMERT.

KEWANEE, ILL., Feb. 4, 1905.

B. B. Herbert, Editor National Printer-Journalist, Chicago.

DEAR SIR:—I am sending you paper which Mrs. M. Beaumert of the Nauvoo *Independent* read at our meeting at Galesburg, Jan. 27th. Mrs. Beaumert had quite an experience getting to our meeting. Nauvoo has no railroad, so she had to cross the Mississippi to Iowa and go by train. Part of the way across the river was made on a handsled and part on a skiff. Her boat came very nearly capsizing by being hit with floating cakes of ice, but she managed to get over in safety and reached our meeting in time to read her paper.

We had one of the best programs that I have never listened to at an editorial convention. The symposium on the Value of the Local Paper was especially interesting. I am enclosing to you clipping from a Galesburg paper which gives something of a synopsis of what the speakers had to say on that were the symposium.

The old officers of the association were reëlected as follows: President, Mary Davidson, *Republican,* Carthage; vice-president, E. E. Fitch, *News,* Galva; Secretary-treasurer, Will Curtis, *Star-Courier,* Kewanee.

WILL CURTIS.

AN editor's wife has a mission to perform in this world the same as any other wife. Her first mission of course is to be "queen" of the home and attend to the multitudinous duties that devolve upon a housewife. Her mission as relating to her husband's vocation is not easy to define, but must be similar in its relationship to the mission of the merchant's wife, or the mission of the wife of any other business man, and that is to do what she reasonably can to promote her husband's interests.

The newspaper business offers an unlimited field for labor since there is no end to the work to be done. A wife who has literary talent, and is so inclined, can be of incalculable assistance to her editor husband. She can assist him by writing editorials, obituaries, accounts of weddings, church sociables, entertainments, etc., which every editor knows would be a welcome relief. She can learn to set type, make up the mail, feed the press, and do other work about the printing office. She can also relieve him of the onerous duty of collecting the bills. I have known editor's wives to solicit advertisements. If she delights in this work it is well; and it is well also to know how to do these things. Occasions may arise when her services would be actually needed and in that case she would of course promptly respond to the call.

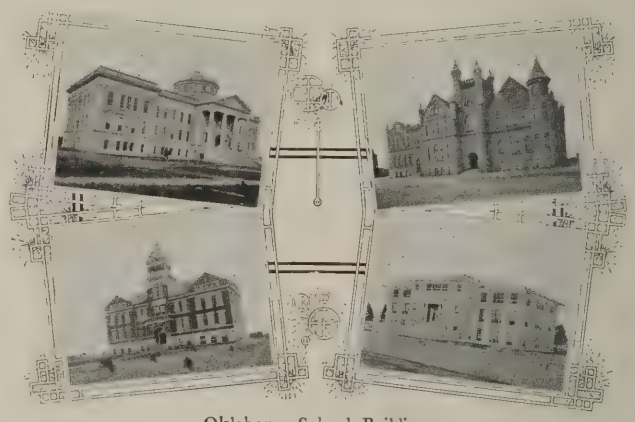
Fortunate is the editor who has a wife. Boarding house life is not conducive to good health and the editor who persists in living thus must, sooner or later, become mentally warped and his paper will eventually not only show a paucity of news, but will grow decidedly prosaic. Therefore take warning ye bachelor editors!

The experience of the world has shown the truth of the old saying that "the way to a man's heart is through his stomach." Good cooking insures proper assimilation and a healthy and active brain. Evidently this is what an editor needs. If an editor has a wife who looke after his wants in this respect she may consider that she is performing a real mission, and it is safe to assert that he will be better able to perform his office work and have a better paper.

The newspaper business is one of the most honorable professions on earth. An editor's wife can help maintain its dignity in a small town. If an editor becomes careless and shiftless his paper will reflect this same characteristic. If he is energetic and takes a pride in his work his paper will reflect the same commendable enterprise. I have never heard of a married editor who didn't have a good newspaper.

I have heard of towns where the newspaper business resolved itself into a question of finance—frenzied finance if you please. I verily believe that the editor's wife could remedy such a condition if given control of the purse strings.

I used to think that editors were regarded as sort of idolatrous beings. I have since discovered that they are not appreciated as they should be. The editor as a rule receives little thanks and much less praise for his labors. The very nature of his work makes him one of the most helpful citizens of a community. He needs praise and sympathy and this his wife can give him. "It is as balm to broken spirits."



Oklahoma School Buildings.

The University, Norman. Agricultural and Mechanical College, Stillwater.
Preparatory School, Tonkawa. Carnegie Library, Norman.

Every editor has an aim in life and this, generally speaking, is to attain success. He and his wife should work with unanimity of purpose. She should be a counselor, and if he frequently seeks her advice he will have a better understanding and better spirit for his work.

The mission of the editor's wife depends much on her environments. The wives of some editors may have many duties that differ perceptibly from the duties of others, but I shall not attempt to go into detail.

In these days of Rooseveltian strenuosity there is prosperity in the land and the country editor's wife is seldom called upon, through necessity to help out in the office. If she does anything at all it is probably due to her love for diversion.

From time immemorial we have heard of the editor and his exploits, but the editor's wife, one of the real propelling forces behind printerdom, has been heard of but little. Silently but not sphinx-like she stands, a mighty power in a noble work, and in this work she will always be glad to faithfully do her part.

RELATIVE DUTIES OF THE PRESS AND PEOPLE.

It is the duty of the newspaper to stand for public health and sanitation and is the duty of the people to sustain the paper in all such work. It is the duty of the newspaper to treat every office as a public trust and to insist on the performance of that trust by every public officer, to teach that no one is made great by holding a public office, but that all the greatness consists in faithful, efficient performance, all honor in conscientious, loyal service and in strict accounting.

Among the Associations

"In Unity is Strength"

JANUARY, February and March have been, emphatically, association convention months. Owing to the crowded condition of our pages, last month, it was deemed wise to omit this department in our March issue and to make the April, essentially, a state convention number. The editor was out among the associations and from such visits and other sources the accounts given below have been secured.

The first convention attended was that of the Kansas State Press Association at Topeka. It was very successful and received brief notice in the February issue of the NATIONAL PRINTER-JOURNALIST. The attendance was large, the papers able and the discussions animated and practical. The annual address of the President has already been given. The Topeka *Daily Capital*—speaking of this first session said:

"An important subject presented at the afternoon meeting of the association was the needs of newspaper legislation. Senator George Tucker, editor of the Eureka *Herald*, was down on the program for a discussion of the subject, but could think of no legislation needed by the newspaper men of Kansas.

"'As a member of the Legislature,' said Mr. Tucker, 'I refuse to be interviewed. If, however, the Kansas newspaper men feel that they are in need of legislation to protect their interests, I am in a position to assist in its enactment.'"

"'B. B. Herbert of Chicago, editor of the NATIONAL PRINTER-JOURNALIST, also addressed the afternoon meeting.'"

Mr. Herbert said in part that if Kansas has reached a point where no further legislation was needed as to libel laws, no further provisions as to the publication of legal notices in the newspapers for the purpose of protecting the people in the securing of safe and honest administration of public offices, and the prudent, careful handling of public funds, and the accounting for the receipts and the expenditures thereof, and as to the entire solvency and the proper conduct of corporations, insurance companies and all public or semi-public fiduciary, trust, and monetary institutions, both the newspapers and the people are extremely fortunate. He then dwelt on the necessity and power of newspaper publicity for the securing of good, honestly-administered government and the economic management of all public institutions and the complete protection of the people in their rights. He thought that, if all this had been provided for, there was yet a noble work that might be aided by the State Legislature for the good of the newspaper calling—that is of more importance to the people than is any other calling—namely, to provide for the special training of newspaper workers. He had recently visited the Kansas State University at Lawrence and had there seen, in course of erection, a worthy building for the law department. He had naught but commendation for this expenditure, and a liberal provision for training lawyers at the expense of the State. Lawyers of broad knowledge and of trained intellects and well-grounded in all the noble principles of the law—the science of human rights which is said to be founded on common-sense, experience and to be the perfection of wisdom—and in all the higher principles of true ethics, loyalty, duty, honesty and patriotism, are needed. But the modern newspaper informs all the people and prevents wrongs against the people as well as by or against individuals. The lawyer deals only with private quarrels or wrongs, with injuries by or to individuals or by individuals to the public. The lawyer works for his clients with little view to the public's interests or welfare and seeks only punishment or redress, or escape from punishment, for wrongs already committed. If he be honest and wise, he can do much good but only in a private, limited field. The newspapers prevent more wrongs than all the lawyers in the world could right or punish. The newspapers build up and help to higher attainments in every field of knowledge, aspiration and endeavor. The newspapers work publicly every week and every day for better conditions, better homes, better schools, better morals and better government, for improved industries, agriculture and transportation, for better roads, streets and parks, for all the means of greater prosperity, security, enjoyment, well-being, uplifting, informing and enlightenment of all the people. To fit one to perform, with greatest possible efficiency all the duties and to meet wisely and promptly all the demands of a calling, so broad in its scope and possible usefulness, requires a training and broad instruction far beyond all now to be obtained in our best and highest schools, colleges and universities. What you are teaching each other here in your association, from year to year, and what the members of other associations are teaching each other, after years of study, experience and many failures, can be taught to novitiates, to the young men or young women preparing to enter upon this calling, in the schools, that they may begin with all the knowledge and inspiration to which you and the true leaders of the calling, everywhere, have attained. It is a matter for congratulation that studies, looking to a special preparation for those expecting to enter this arduous and responsible calling, are already taught in your State University. In this you are in advance of many other States, but Kansas has ever been noted for aggressive leadership in the new and higher ideals. The department of journalism in your university should be made complete. It is easy to map out a two or three years' independent course of special studies in newspaper making, the pursuing of which would give a preparedness that could not be reached by twenty years of experience, would save beginners from humiliating failures, and render them a hundred times more useful to themselves, to the calling and to the public, and equip them for attainments far beyond all that is now possible. Other States and Universities are moving in this matter and Kansas, having made a wise beginning should not now lag behind. The maintaining of such a department and the erection, beside of the buildings of law, medicine and engineering, a worthy and suitable structure for the accomodation of the students therein, would add character to this branch of professional study, to the University and indirectly to the newspaper calling throughout the State. Just as a calling is held in honor or dishonor by its members, so is it judged by the people. The calling, the preparation for which requires two or three years of special study, will be more highly prized,

better protected from empirics, charlatans and ignorant adventurers, and be more honored and beter paid, than a calling into which it is conceded anyone can enter regardless of ability, preparation, or fitness, with no standards of excellence, no professional requirements, ethics or obligations.

THE EVENING SESSION

was held in Representative Hall of the State Capitol. President Ewing Herbert presided and introduced Dr. J. E. Roberts of Kansas City, who spoke on the topic, "The Better Newspaper." In part, Doctor Roberts said:

"The independent newspaper is logically the ideal one.

"It has had a hard struggle in the past, but so have most things ideal.

"In times not long gone by the partisan newspaper was a necessity. Men paid their subscriptions with the understanding that their paper should tell them what they thought, why they thought it, and swear that they thought right. The bitterly partisian paper was a formidable power in the last generation.

"A mighty change has supervened. Knowledge and information have been greatly diffused. The average man has put his own thinker at work. He does not go into the newspaper market to buy convictions. He goes to buy information. The instinct of individulity and independence is the new force to be reckoned with. The ex cathedra editor is a vanishing figure, and with him is disappearing the 'stop-my-paper' kind of subscribers. It is invariably a man belonging to the past, who, when he reads something he does not like, seizes a pencil and a postal card, laboriously writes, 'Stop my paper' and for long delicious hours pictures to his unspeakable delight the consternation and dismay he has wrought in the newspaper world.

"The evolution of the newspaper from partisan to independent has been accompanied by a corresponding evolution of the editor. Under the old regime, he was a fighter. He was an epitome of the people and among the people passions and hatred ran bank full. Readers rejoiced in witnessing vivisection and hailed with screams of delight the spectacle of an opponent impaled alive.

HORSE PISTOL AGE PAST.

"The tomahawk and horse pistol age of the newspaper is gone, simply because the people have become more civilized. As the public has grown more thoughtful, the editor has grown more judicial. He may be less picturesque, less in evidence, less romantic, but he is more useful. In the former times, the paper was the instrument of the man. Now the man is the instrument of the paper. As the evolution proceeds, the editor is more and more hidden. His personality is less vivid. The man loses, the paper gains. Who said it is less important? What was said is more so. And thus the perfect art is being approached when the worker will be lost sight of in his work.

"The independent paper requires bigger men and larger talents than the partisan paper does.

"It is not difficult to produce a paper for a constituency which has uniform and fixed opinions.

"It is always easy and somewhat cheap to tell people what they wish to be told. The world has always been overstocked with that kind of talent. It is a different matter to forget constituents, ignore consequences and endeavor to see things as they are and report them as seen. Yet that is what the intelligent prize in a newspaper.

"No one who has seeing eyes need be told that a new and unfamiliar movement is beignning to agitate the minds of men. Faster than we know, we are being borne away from the old sentiments and ideals. Unthinking and vociferous partisanship is a diminishing force. Persons and personalities are losing their power to charm and enthral. Party lines and alignments are less distinct. Men can not be rounded up or stampeded as once they could. Cowboy politics are in disrepute. The masses are being differentiated. The individual is emerging, and, in the long run, the man who thinks for himself will be nearer right than the man who whoops it up at the command of a boss, or gets his convictions second-hand at a banquet or a barbecue.

"In the confused and discordant noises of democracy one note may be distinguished—clear, strident and penetrating. That note is one of ethics. There is a general demand for equity, for justice, for fair play. This demand does not grow out of any moral enthusiasm or quickening. It is probably at the heart prompted by self-interest, but it is none the less determined and potent. People have become sufficiently discerning to see that inequities in politics and business constitute a scheme whereby the many pay tribute to the few. The only way for each to get his share is under the sway of justice. Corruption is good business for the few. Ethics is good business for the many, therefore ethics is the keynote of the present time. The ablest newspaper is the one that most clearly and convincingly unravels the tangled web of sophistry and sets forth the simple business truth that right and justice pay ten per cent.

"This would not be partisanship nor preachment. It would be the reflection and interpretation of the tidal sentiment of the times.

"If it is not too much to expect there be some humble virtues which a newspaper ought to exemplify. While it is not the creator of literature, yet it is the most far-reaching of all influences in shaping and forming the speech of people. Upon it more than upon any other one thing rests the responsibility of educating men and women to use the English language with clearness, force and precision. Its pages ought to be free from sins against the canons of speech.

SLOVENLY WRITING.

"It makes the judicious grieve to read that Mr. Blank 'Sundayed' somewhere. Had he gone south in the winter, he might, with no more vidense be said to have Januaryed in Florida. Slovenliness in the use of language is immoral. A plain unapologetic 'damn' is less reprehensible than a blunder in grammar. The word 'like' is a fruitful source of mischief. This noun, adjective and adverb gets mixed like thunder.

"Like enough the average writer is not ignorant, but careless. However, Talleyrand considered a blunder worse than a crime.

"There are persons who persist in using that word in this odious fashion: 'He spoke like he meant it,' whereby one is reminded of the butcher who succeeded to his father's business, and announced the fact by a signboard which bore this legend, 'John Smith kills hogs like his father.'

"Everyone remembers the crusade carried on by a New York paper against the split infinitive. There are beauty, grace, power and subtle charm in simple words well said. Nothing is unimportant in the employment of language to express thought. An entire edition of the Bible was made ridiculous and thrown away on account of a single word.

"This was the offending passage: 'Is there no treacle in Gilead? Is there no physician there?' The world still laughs at the treacle Bible. Change one word and the pathos and beauty of the lament are restored. 'Is there no balm in Gilead? Is there no physician there?'

"The tongue and the pen are the messengers of the brain. But for them it is silent, voiceless, mute. Well might the brain say to them as Jove said to a goddess whom he sent with a message:

" 'Haste thee, swift Iris, and report the words I tell thee to royal Neptune, and report them right.'

TELL THE TRUTH.

"The simple virtue of veracity is a newspaper's crown of glory. Lying is a fine art that some people mistake for genius. To overstate or half state a truth, to tint and color a fact, to sensationalize the commonplace, to elaborate and make picturesque the ordinary is a form of mendacity which has earned for certain papers a name that has reference to their complexion.

"Truth-telling is not an art. It is a disposition, a nature. It is temperamental. Some men are prone to lie as sparks to fly upward, and after a while they will fly downward and lie where the sparks are. The liar imitates, copies and repeats himself. That is what makes him wearisome. The truth-teller is original, fresh, virile, exhilarating.

"The world is good enough and bad enough for all legitimate newspaper purposes. Men and events are sometimes picturesque, often thrilling and always interesting. We wish to see them as they are. We like fiction, but not in our newspaper. We like preaching when we do it ourselves.

"After all, it is a work of supererogation to criticise. Every sincere worker in whatever field of effort, knows better than his critic knows, that his work is not perfect.

"It is the constant struggle to improve that gives inspiration to toil. Not what one has done, but would do, comforts him.

"The newspaper is vastly better than it would be if it were made by its critics. It will be still better when society is better. In short, and in conclusion, we would say a newspaper ought to be just about what a newspaper is."

D. O. McCray of Topeka delivered an address on the question, "Should the Newspaper be Read in the School Room?"

"It is far more important," said Mr. McCray, "that the children who are limited to a common school education should study the history of today than to delve in the musty past.

"The day is not distant when the Kansas teacher who is unable to sift out the important news from a newspaper and teach the children its significance and bearing upon governmental, business and social life, will have to surrender the position and seek other fields of labor.

"We do not complain of the burdens of education. We stand ready to support any movement that will advance its cause. We point with pride to our magnificient school system. If in our splendid University, Normals, Manual Training and High and common schools, texts could be supplemented with the newspapers, freighted with the world's history of today, Kansas would occupy a commanding place in educational progress."

B. B. Herbert, editor of the NATIONAL PRINTER-JOURNALIST, was introduced by the president and asked to address the convention. He said in substance, that it was worth while to exhort after two such excellent sermons on newspaper making. He believed in the use of the newspapers in the school rooms of this Nation and that every newspaper should reach the ideals indicated and be worthy of study by our bright American youth—the pure-minded, noble-hearted boys and girls.

If the newspaper is to be a reflector of men's doings, a mirror held up to the world, it should be a perfect mirror. A mirror can make one appear like a broad-mouthed, grinning Hotentot, or a dignified, intellectual, wise philosopher. Every irregularity, convexity, concavity or imperfection distorts, magnifies, belittles or conceals. The newspaper mirror is made up from or backed by human minds—dulled these minds may be by ignorance, or distorted by self-interest and prejudice or seamed, ridged or cracked by creed, self-righteousness, avarice, pride, envy, distrust or covetousness.

It is the hardest thing in the world to secure a perfect mirror, or to find a human mind or a soul that mirrors clear, perfect and true. The newspaper as a mirror should reflect not alone the dark shadows of crime and error, the rough, protruding rocks of wrong, perverseness and injustice, but should mirror forth the clinging vines of noble aspirations and purposes, the modest hiding primroses of virtue, no less than the flaunting poppies of vice, the blue bells of truth and peace no less than the flaunting red flowers of strife, the shrinking, hiding violets of humble worth in a corner as well as the bold, self-assertive flowers, self-assertives that seek to monopolize all the sunlight of public favor. All depends upon the mirror. With the mind and heart of Charles Dickens to give the reflection and hold up the mirror to nature, the purest hearts and loveliest characters were revealed hidden behind the walls of the Chelsea debtors' prison, and cruel abuses lurking there were exposed until today there is no longer imprisonment for debt either in England or the United States. The exhortation is, then, to see that your newspaper mirrors are perfest without flaw or blemish, distorting convexity of pride or belittling concavity of pessimism, that the mirrors are clean and well polished giving forth no dim, distorted, false or uncertain shadows or images.

SECOND DAY'S SESSION.

At the opening of the second day's session, the discussion of D. O. McCray's paper, "Should the Newpaper Be Read in the Schools?" elicited much interest. It was contended, on one side, that the teachers of the schools, in general, are ignorant as to current knowledge and events, impractical and without interest except as to what is recorded in the text-books. On the other hand, it was contended that great advancement had been made—that the newspapers are read by the pupils and teachers, and living history taught and passing events discussed, in many schools, and that, as shown in teachers' institutes and conventions, teachers are alive to the ideas of practical education and fully abreast the times.

The question, "Does Job Printing Pay at Present Prices?" brought out the thoughts on one side to the effect that present prices are pretty well established and cannot be materially changed, and that they could be made to pay through economical and thorough management and a perfect system by which every item of cost and expense could be known and watched and the work be expeditiously handled and loss avoided. The failure to make job printing pay arises largely from carelessness, lack of system and skill, and from slovenly work. Customers are willing to pay fair prices for good work and there is no economy in using poor material, type, paper and ink or in employing cheap, insufficient workmen. On the other hand, others deplored present price-cutting and cheapness, but again others had found it practical to avoid price cutting by a fair, friendly and reasonable understanding with competitors, an interchange over the telephone or otherwise, as to estimates given on jobs and through acting on the principle of live and let live.

Miss Anna Carlson had a very pleasing paper on "The Woman and the Newspaper," in which she showed how admirably women were adapted to certain classes of newspaper work, especially in gathering society news and in writing of those things that concerned the homes and the daily lives of the people. Woman's sympathetic nature makes her quick to discern news, those happenings that touch human interests. She did not seem to think that women are generally successful as solicitors or collectors in the business department.

"The Advertising End," presented by A. C. Miller elicited many practical views as to rates, positions, etc. All agreed that there should be fixed rates and that these should be adhered to conscientiously, and that foreign advertisers should not be given preference over home advertisers. Many contended for the flat rate, yet their explanations showed that they did not mean an absolutely unvarying flat rate, but the same rates to each and all for like services—discounts being given on large space and long-time contracts.

"The Linotype in the Country Office," was quite thoroughly discussed and brought out views from users of Linotypes and other machines in which it was pretty generally agreed that, to make machines profitable, there should be enough work to keep them constantly employed and that machines almost invariably bring more work. There was no owner of a machine who was not fully satisfied with the investment. On the purchase of a machine some one should be sent from the office to learn the operation and management and then he should teach two or three others in the office. With this precaution, there exists no necessity for keeping a machinist or hiring a high-priced expert and no necessity of the machine being idle because of the absence or sickness of the one operator who alone understood its operation and care.

Mrs. Jenny McMillan in giving her paper on, "My View of a Local Paper," talked pleasingly of the services of the local paper to the community and the high standard of purity, human interest and helpfulness that should be maintained.

The discussions following each paper were practical and informing, and it would well repay the Kansas Editorial Association to follow the example of many other organizations and employ a stenographer so that these discussions might be taken down, written out and published in the annual pamphlet of proceedings.

In the evening the editors were given a reception at the splendid Governor's Mansion—owned, furnished and maintained by the State—by the newly-installed Governor Hoch, who is himself a country editor with the wisdom still to retain his paper. A cordial welcome was extended by the Gov-

ernor and his estimable lady, with a grace and dignity worthy the office, held by the Governor, who is in every way worthy the office. He stands over six feet in height and is well proportioned and shows in his presence and bearing all the characteristics of a noble, able, high-minded gentleman of culture, active mentality and strong will and personality, yet ever affable and considerate. The editors are justly proud of their Governor—chosen from among their ranks.

The Thirty-ninth Annual Convention of the Minnesota Editorial Association was held in St. Paul, February 16th and 17th—and the dailies of that city gave very complete accounts of the proceedings. Of the first day's session the *Pioneer Press* said:

The thirty-ninth annual meeting of the Minnesota Editorial Association formally opened at 10:30 yesterday morning in the council room of the city hall, when President C. F. MacDonald of St. Cloud called the 200 or more delegates to order. The first speaker was Gov. John A. Johnson, a past president of the association. The governor said he was glad he was a publisher and could mingle with the publishers, and for these two days he wished to be regarded in the capacity of a member of the association. He bid the editors welcome to the State and to the capitol.

L. G. Hoffman, president of the Commercial Club, welcomed the editors on behalf of that organization. Mayor Smith, in a short address, welcomed them on behalf of the city. President MacDonald responded to the welcomes and then read his annual address. He reviewed the history of the association since its organization in 1866, when there were only fifty-three papers in the State, up to the present, when there are nearly 700. He suggested that a committee be appointed to revise the constitution and draft by-laws. It was his opinion that although the association is ahead of other State press societies, in most respects it is not so well organized.

The president paid a tribute to C. P. Stine, the secretary of the association, and also secretary of the Commercial Club, who had been elected against his protest last year and had later consented to serve until his successor had been elected, and to H. P. Hall, who has resigned from the board of directors after having served for twenty-five years. Mr. Hall is a charter member of the association, and has twice been its president and twice its treasurer.

WILL REVISE CONSTITUTION.

A committee of five, consisting of the president, J. E. King, W. M. James, W. A. Foland and E. E. McCrae, was appointed to revise the constitution and draft by-laws. C. A. French, C. C. Eastman and W. R. Hodges, who were appointed to consider the advisability of making an appropriation for a monument for W. G. Nye, reported later in favor of contributing $25 to the fund, and this report was adopted.

Four papers of general interest were read at the afternoon session. Three of the papers dealt with matters of purely public welfare, and the fourth, though it dealt with the matter of the subscription price, considered this mostly from the standpoint of giving the subscribers a good paper for the money.

PRIMARY ELECTION LAW.

In his paper on the "Primary Election Law," C. C. Eastman of the Wadena *Pioneer-Journal,* said: "The glorious fact is apparent that in times of war the American people exhibit a high standard of intelligence, courage and activity. Paradoxical as it may seem, these same Americans are often surprisingly indolent, credulous and timid when dealing with civic questions in times of peace. In this difference in the activity of the people lies the chief obstacle in the pathway leading to any wholly successful method of making party nominations. This timidity and indolence on the part of the people must be corrected before any plan is desirable.

"In my judgment this primary election problem will be solved only when the citizen will use the ballot as intelligently and accurately as he can use the rifle when occasion demands. I favor strongly the general principle of the direct nomination and object to any backward step, and I advocate that every citizen should be a politician. The system serves to familiarize every one with the political problems of the country and the present law has stimulated a wholesome interest along all lines in public matters. The tests prove that the people as a whole can be trusted fully as well as the politicians. I know that once a genial but erratic doctor was chosen mayor of Minneapolis under this law, but the incident has no terrors for me. No political system can be wholly successful in that town until some country editor is imported to teach them how to play the game and get good results.

"Party lines have not been destroyed by the law. The time may not yet be ripe, but is soon coming, when the State officers will be nominated by the people. The objection that there would then be no one to make the State platform, seems to be a poser, but in many years past one certain individual has always come before the committee on resolutions with a written platform and the usual indorsements for the officials who have appointed him to his office, and the platform has invariably been adopted. If we have no State convention he can go right on promulgating his platforms and indorsements from some housetop. I do not believe that the average delegate to the State convention knows much more than the average citizen."

RAILWAY RATES CONSIDERED.

John C. Applegate of the Cannon Falls *Beacon* read a paper on "Railroad Rate Discrimination." He began by saying that while he was not forgetful of what the railroads had done for the country, he was neither forgetful of what the country had done for the railroads. "I am in favor of giving the railroads the widest possible privileges consistent with public welfare," said he, "provided always the people control the safety valve, which is rate regulation. It is agreed by all, except the roads and those who enjoy special privileges, that the railroads are the highways of nations and should not be used for the exploitation of stupendous fortunes. The railroads have passed the stage of competition. So long as the lines of transportation are valued upon what they can possibly bring and not upon what they cost, the railroad rates will be in excess of the value of the service. Is it right that the people should pay dividends upon the two billions which they have donated to the roads in the form of land grants and bonds, to say nothing of paying dividends upon the six billions of watered stock?"

Concluding, he said: "The fault is often at the door of selfish and ambitious men, often of powerful corporations and associations of business men, at terminal points, who wring special concessions from the roads by threatening to divert traffic to rival lines. The policy of absorption is a mistaken policy. The building up of commercial enterprise throughout the State will result in substantial benefit to the cities. The interests and organizations of the Twin Cities which are trying to have the present agitation of this question suppressed and the legislative investigation abandoned will ere long find that this policy of absorption is alienating the trade of the State which, under fair treatment, would be theirs."

PRICE OF WEEKLY.

The paper by Leslie Matthews on the "Subscription of a Weekly Newspaper," was short but to the point. He thought the paper could be published for $1 if the subscription list is large enough, and would prefer 1,500 subscribers at $1 to 800 at $1.50. He gave figures to show that a paper could not be published for less than $1 when the list is below 1,000, and said that if the paper is sold at $1 it will usually be a 75-cent paper. "If you do not value your own product you cannot expect your patrons to value what is your most valuable asset."

MAY GO TO PORTLAND.

The members of the executive committee reported that they are trying to arrange a trip to Portland for the summer excursion of the association. They were instructed to arrange for the trip if they can come to terms with the railroads, otherwise to arrange any other trip they might see fit.

A committee of five was appointed to look over the new code and any other legislation that might be required or that might come up. The committee is E. A. Paradis, C. S. Schurman, G. S. Pease, J. D. O'Brien and J. C. Applegate. W. M. James, W. R. Hodges and H. C. Miller were appointed a committee on resolutions.

RECEPTION AT CLUB.

The editors and their wives were given a reception at the rooms of the Commercial Club in the evening by the club and the city of St. Paul. Louis Nash, who had charge of the arrangements, introduced L. G. Hoffmann, who welcomed the guests. President MacDonald, who responded, said that Mr. Hoffman had said many pleasant things which the editors know are true. He charged the editors to go home and write up the club and the city and send a marked copy to the secretary of the club.

Gov. Johnson was called upon and responded as follows: "The first intimation I had that I was going to speak here tonight was when I was told that there was going to be a vaudeville entertainement. I do not like to repeat the joke I told the dentist this morning about the value of a pull, nor the one I told the farmers' meeting about dehorning a hydraulic ram. I feel like the boy who, when asked the meaning of a vacuum, said he did not remember, but he had it in his head.

"For the last nineteen years I have attended the meetings of this association, and during that time have noticed a great transformation. The first time there were six ladies present; today there are more than a hundred. It is a great pleasure to get away from the great horde of office-seekers who throng the new capitol and get down among the editors. This is a grand city, yet back of this metropolis is a grand State. Great problems are before the country at present, and when they are worked out they will not be worked out under the shadow of the great skyscrapers of New York, Chicago, Minneapolis or St. Paul, but by the boy who follows the plow and sings 'My Country.' Tomorrow, when you come up to that grand edifice which is the crowning effort of our genius, I will throw it open to you and endeavor to 'show you.'"

The second day's session was called at 10:30 A. M., and continued until 12:30 P. M., during which time a vast amount of business was transacted, including the reading of papers, the delivery of three brief addresses, the reading and adoption of a new constitution and by-laws, the reporting and passing of resolutions and the election of officers and delegates to the National Editorial Association.

Former Congressman Eddy presented a paper—we quote from the St. Paul *Dispatch and Globe*—on "The Paper Trust" in which he defined the difference between a good trust and a bad trust as precisely the difference that exists between a good thief and a bad thief. The whole trust question, including that of the suppression of the paper monopoly was a political one. Any one who held that it was not, was, Mr. Eddy said, "either a trust stockholder, a trust promoter, a trust attorney, a trust sucker or a darned fool."

After stating that trusts could not possibly thrive without the suppression of competition, the speaker proceeded to term the paper trust as the most successful, tyrannical and indefensible of all existing mononopiles. The oil trust, though powerful enough to defy a sovereign State, and covertly threaten the national government, did not possess all the sources of light-making material. The meat trust, though capable of forcing cattle raisers to accept 2 cents a pound for their meat and of exacting 70 cents a pound from those who consumed the meat on dining cars, did not own quite all the sources of meat supply. But by the passing of a law prohibiting the importation of pulp or pulp wood from Alaska, the paper trust controlled absolutely all the materials from which paper was made.

News print paper was today twice as dear as a few years ago, although there had been practically no increase in the price of production or of the wages of those who made paper.

"This trust levies tribute on the information, education and religion of the country by being in absolute control of the paper from which newspapers, books and literature of all kinds is printed. It is a monopoly on the intellectual and spiritual necessities and as such increases ignorance, fosters crime and promotes sin. The meat trust being a monopoly of material necessities and increasing the price thereof increases sickness and want and is instrumental in increasing death," said Mr. Eddy.

> Alaska and the Hudson Bay basin contained enough pulp timber to easily supply the paper needed by the world for the next 200 years, but not a pound of pulp or of pulp wood could be imported into the United States from either of these sources, because of laws passed through the influence of the paper trust.

If the newspapers of the country were to unite to secure this they could obtain what they wanted in short order. The temporary repeal of the duty on coal during the big strike showed this. Until the newspapers of the country did show some inclination to free themselves of the burden of this monopoly by united action, Mr. Eddy did not consider that they were entitled to any special commiseration.

The convention was addressed by Mrs. Perry Starkweather, of the Relief Corps, G. A. R., in favor of the movement to provide quarters at the Soldiers' Home for destitute wives, widows and mothers of veterans of the Civil War. And, after President MacDonald spoke in favor of the movement, resolutions were accordingly passed.

CONSTITUTION ADOPTED.

The constitution and by-laws framed by the committee for the purpose were read and adopted. They provide that in the future all active members must be active editors or publishers of daily or weekly newspapers. There are several active members who are publishers of monthly papers, and the new constitution does not apply to them.

Secretary Randall spoke on the subject of advertising the State fair in the country papers, and said it had been decided to adhere to the plan of conducting the work on a courtesy basis, because of the difficulty in making a selection of papers that would not invite charges of discrimination. The association had bought the Minnesota building at the St. Louis Fair and this would be set up and placed at the disposal of the editorial association on the fair grounds. Files of all the papers in the State would also be kept there.

An appropriation of $25 was sanctioned to be contributed to the Nye memorial fund and before the convention adjourned a brief address was delivered by B. B. Herbert of Chicago, who had arrived on the morning train from Chicago in time to attend the closing session, and was invited by President McDonald to address the convention and introduced as one of the former Presidents of the Association, who during his last term of office founded and became the first President of the National Editorial Association. Mr. Herbert served as President of the Association for three terms, 1883-1884 and 1885 and declined a fourth election on account of his duties connected with the National body and because he believed that there should be a rotation in the office of president.

In his remarks he complimented the Association upon its growth and prosperity and upon the fact that when he was an active member of this association the editors only were the makers of governors, now in this State as in other States, the people come to the editors and elect honored members of State press associations for governors and, in a reminiscent vein, spoke of the pioneer days of Minnesota newspaperdom. He said that by reason of the formation of the National Editorial Association and the establishing of a paper to serve its members and all editors, printers and publishers, he had been lead into other lines and to break the ties existing for so long in this State, but it seemed very good to return home to form new and to renew old acquaintances and friendships. The following were chosen the officers for the ensuing year:

President, W. C. Whiteman, Ortonville; vice-presidents, C. A. French, Monticello; A. J. Halstead, Brainerd, and H. J. Peterson, Litchfield; secretary, C. P. Stine, St. Paul; treasurer, D. R. Ramaley, St. Paul; executive committee, H. P. Hall, C. C. Whitney and Frank Meyst.

After electing W. C. Whiteman president for the ensuing year and choosing over their expressed declinations to serve longer, C. P. Stine, as secretary, and H. P. Hall, as a member of the executive committee, the thirty-ninth annual meeting of the Minnesota Editorial Association drew to a formal close. But even though it were the formal adjournment, it was really the very beginning of the day's session, for the

afternoon was spent at the new statehouse, where the editors viewed architectural and ornamentative beauties of the building, partook in a mock session of the legislature and complimented the members of the capitol commission upon building so well.

The editors were conducted through the buildings in parties by Gov. Johnson and Chairman Seabury, of the capitol commission, who explained the different features to them.

The mock session of the legislature lasted an hour and was full of good humor. W. I. Nolan, of Minneapolis, acted as speaker, while Julius Schmahl continued in the capacity of chief clerk. Gov. Johnson and President MacDonald were made to act as doorkeepers, while other house officers were chosen with an equally keen eye to the ludicrous.

A bill for a revised libel law was passed with great eclat after a lengthy personal discussion. The bill was good in its composition and some extracts follow:

All newspapers published and printed in this State and all persons publishing and printing the same are hereby prohibited from publishing and printing newspapers in this State.

That any person, firm, company or corporation so printing and publishing newspaper in this State, who shall be guilty of criminal libel in so printing and publishing said newspaper, shall be subject to the penalty hereinafter prescribed.

For the purposes of this act, criminal libel shall be defined as follows: Criminal libel shall consist in telling the truth with respect to any politician, statesman, officeholder, employe of the legislature, or grafter, if said truth so told through the columns of said newspaper shall be unpleasant, shall wound the sensibilities of said person, or any or either of them, or the sensibilities of members of their families, their acquaintances, or any person with whom there is a likelihood of acquaintance at any time in the future, or any persons or corporations with whom there is any opportunity whatever to "do business;" that for the purpose of this act every corporation shall be held to be endowed with feelings which shall be susceptible of injury on such occasion.

Criminal libel shall also include the printing or reproduction of any cartoon of any kind whatever, unless the same shall first have been approved or stamped "O. K." by the secretary of the State art society.

That under no circumstances shall it be criminal libel to call a fellow newspaper man a "low-browed horse thief," a "cold-blooded assassin of character," a "wart on the face of nature," or any similar term of endearment; that any editor who fails to get into a circulation fight with his next-door neighbor at the first opportunity shall be found guilty of incompetency, both mental and mechanical, and shall thereupon be compelled to swallow the circulation statements of all metropolitan dailies.

This act shall take effect and be in force from and after the time that Julius Schmahl is elected president of the Minnesota State Editorial Association.

But the session was not all devoted to the lighter vein. After the frolic had run its limit there were speeches of welcome by Speaker Clague and Gov. Johnson, and a reply by the newly-elected president, W. C. Whiteman.

The Northwestern Iowa Editorial Association held its annual convention in Waterloo, February 2nd and 3rd, and the Waterloo Daily *Reporter* gave the following chatty account of the proceedings:

The meeting opened about 3:30 o'clock, President F. G. Ellsworth, editor of the Osage *News*, in the chair. I. Van Metre read a paper on "A Famous Interview." Whether Mr. Van Metre's interview was real or imaginary, he did not state to his auditors, but its composition was made by the same master hand that gave to the world through his *Tribune*, "The Lost Diamond Found," "Pat Crowe," and several other stories produced while editor of the Waterloo *Tribune*. Van's story was set in the early days in the little town of Vinton, at a time when the loss of the paste-pot and the shears was the greatest misfortune that could be befall the country editor. He engaged in the art of newspapering in the Benton county capital, buying his office from Editor Brice, who had spent several years in trying to pilot the fledgling over the shoals of adversity encountered in the work in those days. Mr. Van Metre and Mr. Brice parted after the change of ownership on the paper was made, and did not meet again until a short time ago. This constituted the second "interview" in which Mr. Brice recounted the early days and compared the journals of civilization of that day with the ones of the present time.

Editor H. E. Moffat, of the Grundy Center *Republican*, next appeared to discuss the "Postmaster and the Printed Envelope." This is a question that has come to be a perplexing one to the country publisher, and the reading of Mr. Moffatt's paper brought out a heated discussion. By some it was contended that Uncle Sam has no more right to furnish printed matter for the market than he has to furnish ready-made clothing. The government does its printing on a much larger scale, and buys its stock in larger quantities than the country publisher, and by so doing is able to underbid the latter. In offices in small towns, it was brought out, the editor of the small paper prints very few envelopes and with the advent of the rural mail service work in this line is growing smaller each year. The government entering the field, however, has a mission, and that is to teach the people that every letter sent out should on the upper left-hand corner bear the name and address of the sender. Editor Linn, of the Sumner *Gazette*, and Hon. B. B. Herbert, of Chicago, offered much information in the discussion of this subject.

"Burt Harwood, editor of the Clarion *Monitor*, who was to have addressed the meeting on the subject, "Local and Foreign Advertising," not being present, the chair called upon Editor Linn to give a few remarks on the subject. Mr. Linn gave his own experience touching local advertisers and foreign firms, such as cheap supply houses, patent medicine firms and others, who approach the country publisher annually with a proposition for placing the ad "at top of local page, and next to pure reading matter." Mr. Linn for some time made special rates to those taking a large amount of space for advertising purposes, but after what he considered a fair trial of the scheme, he went back to the "flat rate" and has found it the more profitable method.

EVENING SESSION.

"Following the afternoon session the visitors busied themselves in inspecting the machinery on exhibition by printers' supply firms, and paid fraternal visits to the editors of the various newspapers in the city. About 7:30 the evening session opened. The address of welcome was delivered by Attorney J. C. Murtagh, acting for Mayor Martin. This selection of the mayor was a most pleasing one to the distinguished visitors, for the speaker made each feel that Waterloo extends a right royal welcome to each and everyone. Mr. Murtagh and President Ellsworth were in former years Waverly boys, and their meeting last evening, just before the opening of the session, was the first since their separation which was about fifteen years ago. Mr. Murtagh took the opportunity offered him to pay his old friend a deserved compliment for the able manner in which he conducts his paper at Osage, and congratulated the association on electing as its chief executive, one who possessed so much executive ability.

"Mr. Ellsworth's response to Mr. Murtagh's words of welcome, on behalf of the association, were filled with good feeling for Waterloo, and the speaker more than once referred to the city as being in the forefront in all lines of human activity that go to make an ideal municipality. He mentioned the remark made by President Roosevelt on his visit to Waterloo during the 1900 campaign, in which the president said he did not come to Waterloo to teach wisdom, but he came to learn. Mr. Ellsworth thought if the strenuous, "unterrified" Teddy was not ashmed to acknowledge that he was not satisfied with his portion of learning and achievement, the editors should not be. Mr. Ellsworth's address was full of good pointers for Waterlooans, and it is likely those of the city who heard his address swelled with pride at his laudation. The speaker also spoke of the strong men that have been engaged in newspaper work in the city in the past who placed the craft on a footing equal to the best in the State.

"Hon. B. B. Herbert, publisher of the NATIONAL PRINTER-JOURNALIST, Chicago, read a paper on 'The Newspaper as a Mirror and the Protecting Power of Publicity Therein,' in which he thoroughly covered every phase of the newspaper profession. Mr. Herbert is one of the oldest men in the country engaged in editing a trade journal. He is sound on all questions pertaining to newspaper work, and his appearance at editorial conventions is always considered by members of the craft as a high honor paid them, and they never fail to hear Mr. Herbert's address, for he always has something good. Mr. Herbert thinks that the foundation of all successful newspapering is based upon human interest, and anything that affects the life of the people is 'news.' Mr. Herbert paid a high compliment to the late Wm. Hartman

and Hon. Matt Parrott, two of the pioneers of newspaper work in Iowa, with whom he had an intimate acquaintance."

FINAL SESSION AND BANQUET.

"The mid-winter session of the year 1905 of the Northeastern Iowa Editorial Association has passed into history, and with its passing carries some of the pleasantest memories in newspaper work to those who were present at the meeting. It has been a joyous time both to the visitors and to the entertainers, and both have profited by the meeting. Waterloo has been more favorably impressed with the class of men who preside in the editorial sanctums of the country papers in this section of the State and the editors have gained a little more information on what contributes to the welfare of Waterloo and makes it one of the best and most desirable residence cities in the whole State.

THE FINAL SESSION.

"The closing session in the meeting of the editors was held in the convention hall yesterday afternoon. This was the best-attended session of the whole meeting, and topics of much interest to newspaper makers were discussed by men most capable of giving information.

NEW OFFICERS.

"The annual election of officers resulted as follows:
President—W. W. Beals, Hopkinton *Leader.*
Vice-President—H. J. Metcalf, Lansing *Mirror.*
Secretary and Treasurer—H. J. Green, Decorah *Journal.*
Executive Committee—B. Murphy, Vinton *Eagle;* W. F. Parrott, Waterloo *Daily Reporter.*

FEAST OF EDIBLES.

"The closing event in the convention of the Northeastern Press Association was concluded last night at the banquet tendered the visitors by the city of Waterloo. Two hundred representatives of the press, business and professional men gathered at Masonic Temple, where the spread was served by the ladies of the Eastern Star.

"The hall excited much favorable comment among the guests, and the banquet served was sufficient to give them a lasting impression of the hospitality with which this city entertains her guests. The organization that had charge of the spread did itself proud and sustained the reputation it had gained for the proper serving of feasts of the kind given last night. Edward Nagel, a member of the Beloit band, discoursed music upon a harp during the early evening, and also favored with an original song, entitled, 'What the Letters Mean.'

"Among the many tempting morsels were the following: Oyster cocktail, celery, olives, pickles, wafers, beef tenderloin, mashed potatoes, cold tongue, brown gravy with mushrooms, pea patties, Parker House rolls, cranberry ice, O. E. S. salad, ice cream, assorted cakes, Bent's water crackers and coffee.

"The menu cards were unique in many respects. The front page bore the picture of a printers' 'devil,' which represented the editor in his younger days. On the second page was printed the menu which was being read eagerly by a large number of persons supposed to be editors or journalists. On another page was the festive board surrounded by the editors and in their midst stood Governor Cummins addressing the assemblage. The last page gave interesting facts and statistics of the factories and improvements contained in Waterloo. The cards were designed by W. F. Parrott and his ideas were executed upon paper by the famous cartoonist for the Chicago *Tribune,* McCutcheon. The menu cards were printed and donated by Matt. Parrott & Sons as souvenirs of the occasion.

GOOD FELLOWSHIP REIGNED.

"The program of toasts was an excellent one and was carried out in the best possible manner. W. F. Parrott presided as toastmaster. He opened the feast of reason with a few general remarks and cited a little story of how Bill Nye greeted his audience upon his appearance in Waterloo, when he said, 'I believe I have met one of you before.'

"The Waterloo quartette composed of Mesdames J. E. Brinkman and Winnie Briggs, and Messrs. Paul Davis and Arthur Bunn favored with a selection and encore.

"B. F. Swisher of Waterloo replied to the toast, 'The Lawyer and the Editor.' He told of the bitter feeling against the lawyers in the early days, how it was finally overcome, and at last of the way in which the bond of friendship sprung up between the lawyers and editors because a scribe had once been freed from the charge of libel by a noted attorney. He talked at length on the qualifications of an editor, saying that he must be a pupil of the learned and a teacher of the ignorant.

"J. F. Dalton, editor of the Manson *Democrat,* responded to 'Humor in Journalism.' He told why an editor should look upon the bright side of life through the columns of his paper. He told of what was clean legitimate news and begged the editors to leave out all suggestive stories that sometimes are printed in the country weeklies and credited to 'Ex.' He urged everyone to look upon the bright side and to do the best to help along some unfortunate.

"A song entitled, 'O'er the Hill, O'er the Dale,' was rendered in a pleasing manner by the Misses Fern and Zola Hosteter, little daughters of Mr. and Mrs. E. L. Hosteter. They responded to an encore.

"The toast, 'The Country Editor a Public Servant,' was treated by Supt. Chas. Elliott of Waterloo, who has had years of experience in newspaper making and who has occupied every position from 'devil' to editor and publisher. He called attention to the fact that the country editor is the historian of all events, the biographer of each resident, and chronicler of all pertaining to the community. He told of how the people in the long ago were obliged to refer to mythology and legends for the information of the happenings in the past, who now are able to pick up the back files of the newspapers and find it all in black and white. He also recited some of the trials and tribulations of the country editor. His address was witty and was enthusiastically received.

"One of the wittiest and most enjoyable addresses of the evening was delivered on that supposedly-staid subject, 'The Editorial Page,' by J. W. Jarnigan, editor of the Cedar Falls *Record.* He lauded Waterloo and in his peculiar way showed up the pride the Waterlooans feel in this city. He treated his subject in an excellent manner and showed that he fully understood the requirements of an editor. He urged that each editor set apart a special space in his paper for the editorials and then set forth his ideas in a concise manner.

"Rev. Mrs. Effie K. M. Jones spoke on the theme, "Men and Women." Her subject was well handled and showed considerable thought. She told of her experiences with editors in the past and spoke at length on the editor's wife, her good qualities, her shortcomings, and her duties in the newspaper making.

"'Scraps' was treated by C. R. Graves. He told why the editor should preserve the little scraps of information that may come at hand, and how they could be used at some future time. He told of how many of the packing houses and tanneries made use of every scrap of material that came into their shop. He said that in some packing establishments they used every scrap of material except the squeal and they sometimes used that to blow the whistle.

"Last but not least was Joe Trigg, who responded to the toast, 'Farming in the Moon.' Although a considerable distance away from the subject of his speech he showed that he was not unacquainted with the bearing of the moon on agricultural pursuits. He told of the superstitions of many of the farmers who will not perform certain duties unless the moon is just right."

The Buckeye Press Association of Ohio held its annual convention in Cleveland, February 16th and 17th. A very attractive program was presented. Among the questions was, "The Dollar a Year Weekly—Can the Price be Raised?" The discussion resulted in the unanimous adoption of a resolution to the effect that the "Country weekly, hereafter cannot, profitably, and should not, be published at *less* than $1.50 a year."

"The Attractions of an Entire Home-print over the Ordinary Inside Ready-print," "How to Build Up and Maintain a Large Local Circulation," "The Flat or Graded Scale in Advertising," were among the other subjects considered. A royal feast of good things and good cheer was enjoyed at Hotel Hollend on the evening of February the sixteenth. The banquet was tendered by The Chandler & Price Co., Cleveland Paper Mfg. Co., American Type Founders Co., Union Paper and Twine Co., Kingsley Paper Co., Eclipse Electrotype and Engraving Co., A. N. Kellogg Newspaper Co., Bingham & Runge, Central Engraving Co., Central Electrotype Foundry, General Engraving Co., Mugler Engraving Co., Ullmann & Philpott Mfg. Co., Chas. Eneu Johnson & Co. The following comprised the Committee of Arrangements: C. A. Dunklee, M. M. Daniels, W. H. Schrader.

The menu was a handsome piece of job printing in red and black on fine buff paper. The program of toasts, with title and motto, was as follows, and the responses to the toasts combined both eloquence and sense, and were much enjoyed:

Editorial Comment—"A word fitly spoken is like apples of gold in pictures of silver."

Toastmaster—Mr. Frank H. Clark, President Eclipse Electrotype and Engraving Co.

"The Publisher and the Advertiser," Mr. Elbert H. Baker, Manager Cleveland *Plain Dealer.*

"Press Associations," Mr. W. A. Ashbrook, Cor. Sec. National Editorial Association, Publisher Johnstown *Independent.*

"The Art of Preserving," Mr. C. O. Bassett, Sec'y and Treas. The Forman-Bassett-Hatch Co.

"A Few Stickfuls of Pi," Mr. C. W. Bloom, Publisher New Paris *Mirror.*

"The Fourth Estate," Mr. H. N. Rickey, Acting-editor-in-chief Scripps-McRae League of Newspapers.

"Reveries of an Editor," Mr. J. V. Lawler, Publisher Carrollton *Chronicle.*

The following were chosen National Editorial Association delegates: C. C. Day, Seville *Times;* J. W. Johnson, Waverly *Courier-Watchman;* C. W. Bloom, New Paris *Mirror;* B F. Gayman, Canal Winchester *Times;* C. B. Sala, Minerva *Kodak;* B. F. Jackson, Clyde *Enterprise;* Geo. Runyan, New London *Record;* W. H. Kussmaul, Granville *Times;* C. R. Callaghan, Bellevue *Gazette;* J. W. Yeisley, St. Paris *News;* C. C. Fowler, Canfield *Dispatch;* Geo. E. Reed, Prairie Depot *Observer.*

The annual convention of the Michigan Press Association was held in Detroit and a most commendable spirit was manifested and very profitable sessions enjoyed. The Detroit *Free Press* gave an admirable summary of the proceedings and the reading of the following extracts from its account can but prove profitable to association officers and members and to editors, publishers and printers everywhere:—

Progress and practicability, says the *Free Press,* are the two lines upon which the Michigan Press Association will work this year, this being the avowed spirit of the closing thirty-seventh annual meeting. The newspaper men started out well in the furtherance of their aim when they elected to the presidency W. F. Knox, of the Sault Ste. Marie *News.* Mr. Knox succeeded Charles H. Newell, of the Coldwater *Courier,* who was president of the association for two terms, and under whose guidance much helpful work has been accomplished throughout the State.

After the meeting yesterday, President Knox announced his determination to take up the work where President Newell left off, and to try, if possible, to improve even the present high standing of the association.

"I realize that I have a task in following such a hustler as President Newell," he said. "I have, even now, a few schemes for next year's annual meeting that I shall submit to the executive board. For a number of years the tendency of the association has been to get down to lines of practicability, and next year we shall try to pin right down to 'brass tacks.' We have the weekly publishers and the daily publishers to look out for, and I think a good idea would be to do away with the general topics in the annual discussions and get right down to the practical matter of dollars and cents in figuring out the operating of newspapers in these departments."

OTHER OFFICERS.

The other officers elected were as follows: Vice-president, E. A. McKinnon; secretary, (elected for the fifth consecutive year), H. A. Hopkins, of the Postmaster Everywhere; treasurer, W. R. Cook, Hastings *Banner.*

Immediately following the business meeting the executive board went into session and cleaned up the business of the year. President Knox framed up his executive committee. The president and secretary are ex-officio members of this committee, and his appointees are: C. H. Newell, retiring president, Coldwater *Courier;* B. J. Lowrey, Howard *City Record;* Theodore E. Quinby, Detroit *Free Press;* Roger M. Andrews, Menominee *Herald-Leader;* J. N. McCall, Ithaca *Herald.* All these, except Mr. Andrews and Secretary Hopkins are past-presidents of the association.

NEVER SO FLOURISHING.

The reports of the treasurer and secretary showed that the association has never been in such a flourishing condition as it is at the present time. The membership is growing and there is an abundance of money in the treasury. The last official act of the retiring president was the reappointment of W. P. Nisbett as historian, after he had deliverd the history of the past year to the present meeting.

The meeting called forth one of the most interesting papers ever read before the association. It was entitled, "The Politician and the Newspaper," and was written by Arba N. Moulton, of the Decatur *Republican.* Here are some of its words of wisdom:

"NEWSPAPER AND POLITICIAN."

"The newspaper and the politician seem to have an affinity for each other, although it is usually the latter who does the wooing. The newspaper is made for the politician to get in on. The dictionary gives two meanings for 'politician.' One is a statesman, the other is used in the deprecatory sense of the word and the definition is 'an intriguer.' It is a great thing to be a statesman, looking always to the advancement of one's country and the statesman must work in the limelight of the newspapers. His path is beset with many pitfalls and he must not let his actions become tainted in any way. He must not let a whisper of scandal mar his career. President Roosevelt is America's shining example of such a man and the power he has obtained over his people is the surest evidence that the honest politician enjoys the greater triupmh.

"And now it is up to the newspaper. From the greatest to the smallest, it has a duty to perform. It is not merely a business enterprise. As the teacher in the public schools trains the minds of his pupils, so the newspaper of today practically trains the minds of the inhabitants of the civilized world. As the wave from a pebble cast in the water travels across the ocean, so a sentiment, a praise, or a criticism published in a metropolitan daily travels across the continent. The responsibility of a newspaper is unlimited and some yellow journalists who are thriving on it in this world will find it out in the next.

"It is then the duty of the newspaper to aid the honest politician, hunt him out if necessary, and help him to the front for the common good. The newspaper that can pick the honest politician out of the crowd clamoring for its support, and will aid him in the commendable things he aims to accomplish, is doing a worthy act and its reward will come some time.

"Michigan is favored with many politicians who have the trademark of statesmanship. Some have not always received fair treatment from the newspapers, but they have proved that merit will win and Michigan, as an influential state, does not suffer by comparison with her neighbors.

POLITICIAN'S CHAMPION.

"The newspaper is the politician's greatest champion and his most dreaded enemy. Sometimes, the newspapers make the mistake of advertising a politician too much without getting the advertising rate for it. Harsh things are said about him, he is a bad, mean, awful man, etc. The politician should politically die but he doesn't. The newspaper has furnished him, for nothing, what the advertiser would gladly pay hundreds of dollars for and he wakes up to find himself famous.

"Sometimes the power behind the newspaper in the person of the editor, is himself a politician. If so, he is sure of one organ that he can depend on. Let us hope for the good of the fraternity that he is of the statesman quality. Many members of this association are politicians and I have yet to learn that one has not been worthy of his trust. And I venture the opinion that, not many years distant, a worthy member of this association will be greeted as the governor of Michigan. Every newspaperman should be a politician if for no other reason than to keep him from straddling the fence. Every newspaper that shows its colors in politics carries greater conviction than the paper that shrinks from making a positive statement."

SUBSCRIPTION PRICES.

B. J. Lowrey spoke on "The Subscription Price of Weekly Newspapers," and said that he regards a fair price, after years of experience, as $1.50 a year. He said, however, that publishers do not seem to know how to raise the price from the popular price of $1 a year and retain their old subscribers.

George B. Willard, of the Battle Creek *Journal* was assigned the topic, "A Portion of Breakfast Food for the Newspaper Man's Thought." After drawing a lifelike picture of the existence of the country editor, he gave the following "dishes," which if taken for breakfast will, he said, prove a great aid in the work—"Dish No. 1, 'Excelsior'; Dish No. 2, 'Encouragement', and Dish No. 3, 'Good Fellowship'."

"A Tribute to the Memory of Frank R. Gilson" was given by George T. Campbell, of the Owosso *Argus*. Mr. Gilson was the lamented editor of the Benton Harbor *Palladium*.

Joseph Greusel, of *The Gateway*, gave some interesting "legislative reminiscences."

RESOLUTIONS PASSED.

Among resolutions passed, that may well be taken as models for other associations in recognizing faithful services rendered were the following:

"It is thought eminently fitting at this time of our annual gathering and particularly at the close of the term of office of the officials to show appreciation in some manner of the faithful performance of the duties they assumed upon going into office one year ago. With this in mind, therefore, be it

"*Resolved*, That this association first of all, unanimously indorses and commends the officers and executive committee for the very successful way in which each individually and all collectively as a body have performed their several duties to the end that they have made this, the thirty-seventh year of the M. P. A., memorable and one that will never be forgotten. Be it further

"*Resolved*, That this association particularly recognizes that it owes much of its success to the untiring energy of its faithful, capable and much esteemed president, Charles H. Newell, who has, from the beginning, been ably supported by its very efficient and popular secretary, H. A. Hopkins, in all his efforts to build up a State organization of newspaper men second to none in the United States, and of which all are proud to own membership therein. It is further

Resolved, That this association thanks the following well-known Detroit artists who so gladly contributed their services and so delightfully entertained upon the occasion named: M. Maurice de Vries, M. Dezso Nemes, Mme. Melitta Nemes, Miss Martha Hohly and Miss Amy Louise Farnsworth.

THE BANQUET.

After a delightful repast, Toastmaster H. R. Pattengill, of the school *Moderator*, Lansing, opened the speech-making with his inimitable flow of oratorical wit, cracking good jokes and telling humorous stories that at once created a feeling of thorough good fellowship, so necessary to a successful banquet.

"The first obligation a newspaper must fulfil is to dispense the news," said President Knox, in responding to the toast, 'Partizanship.' The profession, however, has its ethica as well as its business side, even if people now say that the newspaper is only published to coin dollars for its owner.

RADICAL CHANGE.

"In the face of this criticism it must be observed that the last presidential campaign marked a radical change, showing more than ever the power of the press as a force for good or evil. The stump speaker practically disappeared and, in his place, we had the editorial, the news story of the campaign and even an almost unheard-of amount of political advertising.

"The question of a free lance or of party affiliation for his paper is one of the greatest an editor must confront. An independent, fearless press is a necessity, although its efforts are necessarily spasmodic. It is absolutely needed, however, to drive out the vultures, the corruption and the fraud that spring up at all times.

"On the other hand, the greatest reforms in the country have ever been and always will be made by the great political parties and are successfully worked out by each. Every great man the country has had has allied himself to some great political party and has stood for its principles. Why should it not be so with a newspaper?"

"BE FAIR TO RAILROADS."

"An interesting adddress was given by Dudley Walker, of the Chicago & Alton railway, on 'Railroads and the Press.' Mr. Walker said that much that is false has been said about the railroads and their business methods, and he made a plea to the editors to be fair to the railroads.

"The press and the railroads have been the greatest factors in the building up of the country," said Mr. Walker. "One has aided the expansion of thought and intellect and the other has dealt with material expansion. One is, necessarily, an adjunct of the other. I only ask that the editors look behind all false reports, now so much circulated about the railroads, and give the railroads the credit that rightly belongs to them."

"There never was a time in the history of this country when the newspapers exercised such an influence as they do today," said E. N. Dingley, of the Kalamazoo *Telegraph*. "The editors of fifty years ago were mere children compared to present-day editors, when the question of power is considered. Why, we rank our nations today by the power of the press."

OFFICERS-ELECT.

"Our Officers-Elect" was responded to by T. W. Crissey, of the Midland *Republican*, who declared that the officers of the Michigan Press Association are men 'who can do things.' He asked the members to loyally support their officers in all undertakings and expressed for the organization a confident hope that the coming year would, under the new regime, be one of the best in its history.

Roger M. Andrews, of the Menominee *Herald*, was to speak on "Our Annual Gatherings," but was unable to attend. His place was taken by George B. Dolliver, of the Battle Creek Sunday *Record*. Mr. Dolliver's address was in a happy vein and closed the banquet, as well as the convention, with the hope and wish that next year's meeting be fully as successful.

The Texas Press Association meets at Brownwood, May 11, 12 and 13, 1905.

To the National Printer-Journalist:

Following is the program for the twenty-sixth annual meeting of the Texas Press Association to be held at Brownwood, Texas, May 11, 12 and 13, 1905: Annual Essay—T. H. Napier. Annual Poem—Clarence Ousley, Forth Worth *Record*. Annual Oration—Rev. Homer T. Wilson, San Antonio. 1. The Press, the Pulpit, the Politician—Tom W. Perkins, McKinney *Gazette*. 2. Are publishers availing themselves of the improved facilities of production and distribution—C. E. Gilmore, Willis Point *Chronicle*. 3. What the Press accomplished for Texas at the World's Fair—L. J. Wortham, *Current Issue*, Austin. 4. What qualifications are essential to success as an editor—W. A. Johnson, Memphis *Herald*. 5. Value of classified ads to a daily paper—Marcellus E. Foster, Houston *Chronicle*. 6. The Bloomin', Boundin' West—J. G. Murphy, San Angelo *Standard*. 7. Ye editor as a lawmaker—J. A. Thomas, Leonard *Graphic*. 8. Is a semi-weekly issue more desirable and more profitable than a weekly—Joe J. Taylor, Clarksville *Times*. 9. My esteemed contemporary across the street—J. D. Moyer, Honey Grove *Citizen*. 10. How may we improve our opportunities as publishers—C. A. Chambers, Liberty *Vindicator*. 11. What are we here for—J. E. Vernor, Lampasas *Leader*. 12. Our advertisers, do they get the same consideration as the job patron—L. J. Rountree, Georgetown *Commercial*. 13. My country cousins—W. G. Sterett, Dallas *News*. 14. For the good of the order—Five minutes' talk by members of the association. Each number of the program to be open for discussion.

W. J. Buie,
F. B. Baillio,
Will H. Mayes,

We regret that the crowded condition of our pages prevented the publication of the above excellent program in our March issue as requested by State Committeeman Buie, but, as this number goes out the very first of April we hope the publication now will be satisfactory and give the information in due time for all practical purposes and will serve to stir up the members by way of remembrance, while the many topics therein named will, we know, serve as profitable subjects for thought and study by all editors and newspaper publishers throughout the whole year.

The Ohio Associated Dailies had an exceeding profitable annual meeting and we have received from W. M. Miller, executive committeeman, *Press-Republic*, Springfield, Ohio, the following list of delegates and alternates from the Ohio Associated Dailies to the National Editorial Meeting to be held at Guthrie, Oklahoma, in June, 1905.

DELEGATES—C. M. Reitzel, *Chronicle,* Warren, Ohio; D. D. Taylor, *Times,* Cambridge, Ohio; L. H. Brush, *News-Review,* East Liverpool; S. A. Hoiles, *Review,* Alliance, Ohio; F. A. Rowley, *Times,* Lorain, Ohio; C. S. Maag, *Vindicator,* Youngstown, Ohio; E. H. Capeller, *News,* Mansfield, Ohio; W. O. Littick, *Times-Recorder,* Zanesville, Ohio; B. J. McKinney, *Times,* Marietta, Ohio; M. Jennings, *Gazette,* Lancaster, Ohio.

ALTERNATES — H. J. Campbell, *Gazette,* Lima, Ohio; A. C. Dickinson, *American Tribune,* Newark, Ohio; M. D. Frazier, *Shield,* Mansfield, Ohio; R. C. Dicks, *Republican,* Wooster, Ohio; Mrs. Zell P. Hart, *Tribune,* Warren, Ohio; G. I. Woner, *Republican, Painesville,* Ohio; H. C. Hancock, Ohio; J. M. Amos, *Jeffersonian,* Cambridge, Ohio; Homer Gard, *Democrat,* Hamilton, Ohio.

The following letter comes from the rich and growing State in the northeast of our Republic:

SEATTLE, WASH., Jan. 21, 1905.

Dear Bro. Herbert:

Our State meeting will be held later in the year, likely toward fall. The time will be fixed by Ex-Com. As a consequence no program has as yet been prepared. The enclosed letter head will give you list of our officers.

With best wishes.

W. A. STEEL.

OFFICERS—President, Lovett M. Wood, *Trade Register,* Seattle; first vice-president, D. Carl Pearson, *Times,* Coupeville; second vice-president, John Blaauw, *Tidende,* Tacoma; secretary, Edgar DeWitt Gilson, Adams County News, Ritzville; treasurer, J. E. Houtchens, *Gazette,* Waitsburg; historian, Edwin N. Fuller, *Tacoma;* orator, Orno Strong, *New West Trade,* Spokane; poet, C. W. Gorham, *Tribune,* Snohomish.

DELEGATES NATIONAL EDITORIAL ASSOCIATION MEETING, TWENTIETH CONVENTION, GUTHRIE, OKLA., 1905—W. A. Steel, National Committeeman, Nome *Daily News;* Orno Strong, *New West Trade,* Spokane; E. D. Gilson, Adams County *News,* Ritzville; John Blaauw, *Tidende,* Tacoma; C. W. Gorham, *Tribune,* Snohomish; J. E. Houtchens, *Gazette,* Waitsburg; Lovett M. Wood, *Trade Register,* Seattle; Minnie H. Sargent, *Tribune,* Pullman; J. C. Gregory, Argus, Auburn; D. L. Gillespie, *Herald,* Brewster; DeWitt C. Britt, *Leader,* Chelan.

ALTERNATES—F. Z. Alexander, *Western Home Journal,* Spokane; James F. Morton, Jr., *Demonstrator,* Lake Bay; A. S. Randall, *Localizer,* Ellensburg; M. M. Bannister, *Columbian,* Vancouver; L. E. Rader.

It is not always the largest editorial association that gets down to the most practical discussions and work. The Military Tract Association of Illinois, this year, certainly brought out as many valuable thoughts, views and expressions as did any other organization at any of the many very successful and instructive conventions held. The plan adopted of putting outsiders on the program to tell of the value of the newspaper to them, in their respective callings, introduced an interesting and profitable feature.

The first speaker from the business and professional men of the city was Rev. Mr. Reifsnider. His address, in brief, follows:

"Very manifestly the newspaper is of the greatest importance to me. The editor is confronted with the daily specter of the coming edition and so the minister is confronted with the same specter. We both must make the old new. We speak to the same people at stated intervals. There are many times when the minister does not know what to say, then he turns to the daily paper and many times finds a text. The daily press continually helps us by giving us a bit of free advertising.

PAPER'S VALUE TO THE CLERGY.

"There are only a few that hear us each week. The newspaper supplements the voice of the minister and gives his thoughts to a larger audience. It is always ready to supplement and enforce the voice of the minister."

ASSISTANCE OF THE NEWSPAPER TO THE SCHOOLS.

Supt. W. L. Steele followed with an address on how the papers assist in the schools. His remarks, in brief, follow:

"Indeed I feel quite honored to be asked to speak here today. I come here to speak for the public schools and the public school teacher. There is no medium through which the schools can be kept before the public like the press. Not the theorists should be the judges of the schools, but the press. Every newspaper man knows what good he got there and what he did not get there. The press is in a position to speak. Every one knows that we, each in our profession, are conservative. We would not add new subjects, we would work up and develop the line we are now upon. School laws must be obeyed and if children understand this they will behave. The press can help us if it will support us in the matter of discipline."

THE NEWSPAPER AND THE MERCHANT.

In brief, the remarks of R. G. Chappell, of the Big Store, who gave an address on the value of the paper to the business man, were:

"The business man regards the press from two standpoints. First, the benefit that the press can do for his business, and secondly, what the newspaper man can do for his town. When one comes into a town, he is apt to judge it by the paper. It can do a great deal in helping out the city. For instance, if we should notice in a January 15th paper that a merchant has not changed his Christmas ad, the person immediately gets the idea that the town is slow.

ENLARGED BUSINESS BY ADVERTISING.

"I may say that within the past five years since I have been connected with the Big Store, our business has increased 250 per cent. The town has not grown that much. The only way that I can explain our phenomenal growth is that we used an unlimited amount of newspaper advertising."

Mr. Chappell's views were well expressed and favorably received.

THE MAYOR'S VIEWS.

A synopsis of Mayor Shumway's address follows:

"If I ever get out of politics and if I ever get out of the law business, I am going into a business where I can advertise 'to beat the band.' I think that most men take as much interest in a good ad as a good article. In my present honorable position I have found the newspapers back of me. In the park question the city press devoted column after column to it. Again, when the High School bonds came up they stood back of us.

"We are all here for the betterment of the human race. The local papers have a great deal of good influence."

VIEWS OF THE POSTMASTER.

F. A. Freer gave an interesting address and in substance it follows:

"The government could not exist without the newspaper. It is part of the government. The newspaper can be a pillar in the community, or it can tear it apart. Be careful, editors, in your articles. Do not write editorials that are insincere or that besmudge a man's character. The papers are the medium of news for our country."

The session closed by the members giving a vote of thanks to those appearing on the program.

COUNTY PRINTING.

The first address was by E. E. Fitch, of the Galva *News,* who spoke on the subject, "County Printing—How Best to Secure and Handle it; Prices, Etc." His subject was of especial interest to those who run county papers.

In the first place he took up the methods of securing county work. Among the ways that he mentioned were a pull with the county clerk and his own political ideas.

"A Stuffed Club" was also one of the methods which Mr. Fitch said might be employed and which he effectively used at one time when he threatened to expose a rotten deal in the county office unless the printing matter came his way. As a result he secured over $200 worth of printing.

Another way which is often used is for the papers of the county to organize and distribute the work of the county among themselves. Mr. Fitch closed his address by giving the schedule of prices for county printing in Henry county.

Following Mr. Fitch's paper was an interesting discussion in which Mr. Curtis, of Kewanee and others, joined. In the discussion Mr. Curtis was of the opinion that the county printing should be divided among the papers in control.

THE "HELL" BOX.

The next subject was by W. R. Newland, of the Bowen *Chronicle,* the "'Hell' Box."

In opening he said that every business has its wastebox. "When the devil came into the printer's vocabulary the printer also needed a place to throw the articles of waste and as he wanted a most expressive word he called it the 'Hell' box. Among the things that should be thrown into the 'Hell' box are editorials that are personal about the editors of other papers that are written only for revenge and are of no news value.

"Then there are certain classes of advertising that should be cast into the 'Hell' box. Scarcely is there a paper but that advertises things that are fraudulent to their very depth. Why is it that the papers will print such matter? It is for the money that there is in it. Do we not have the public interest to look after as our own financial interest, and should we, therefore, print advertisements that we know are meant to defraud the public?

"Then, again, there is another matter that should go into the 'Hell' box in the class of scandalous news, which should not be printed. When newspaper men write up all the crime and scandals of the county in their columns, they are dishing out injury to the young. Where it is necessary to print such articles let them be written as facts only and given the least space possible."

THE SMALL TOWN EDITOR.

Frank Krans, of the Altona *Record,* next read an interesting paper on "The Editor in the One Paper Town." In brief he brought out that the editor in the small town has a power for good or a power for evil, but that he usually exercises the former. The editor of a small town has a great diversity of work. He must look out for his editorial column, he must fill his news columns with that which is interesting to his readers, he must care for his county correspondence, he must get his own ads and at last he must look after the mechanical end of his paper and even pull off his coat and help print the papers himself.

THE EDITOR'S WIFE.

"The Mission of the Editor's Wife," was the subject of an interesting paper by Mrs. M. Baumert of the Nauvoo *Independent,* and she brought out many of the ways that the editor of a paper may be assisted by his wife in writing obituaries, ads and article of news interest. Especially can the editor's wife help her husband by having good meals ready for him when he returns home from his work, and thus give him comfort.

Mrs. Baumert's paper, and the names of the new officers elected, are published elsewhere in this issue, under and in letter from Mr. Curtis.

The following were elected as delegates to the National Editorial convention to convene in Guthrie, Okla., early in June; George W. Cyrus, Camp Point; J. C. Coulson, La-Harpe; A. E. Stetson, Neponset; W. R. Newland, Bowen; Frank Krans, Altona; Miss Mary Davidson, Carthage.

The regular annual meeting of the Inland Daily Press Association was held in the library of the Press Club of Chicago, Tuesday, Feb. 21, 1905, being called to order at 10 o'clock a. m., by President A. W. Glessner.

The president introduced, by special permission, Mr. E. F. Hamm, of the Chicago Typothetæ, who gave an outline of the work of the association, composed of master printers of the country. His remarks were followed by questions regarding the work, individual values, etc., he speaking mainly of its advantage to job printers, and said one of the lines of work at the present time was to combat the eight-hour law. No action was taken by the press association.

The minutes of the last session of the association were approved as they had been printed.

PROGRAM.

The regular program which had been arranged was then taken up. It proved to be very instructive and entertaining.

"The Press and the Post Office," was the first paper on the list, by E. P. Adler, of the *Times,* Davenport. It was a very able paper, and advanced much profitable information, as well as brought out interesting discussion. He said there was a community of interest between the press and the postoffice, the latter being of much value in building up the great publications of the day. He gave particular attention to the guessing contests, and the attitude of the postal department toward newspapers publishing them and said that they had ruled for him, that church fairs, lotteries, guessing contests on subscription, as well as gift enterprises, are under the ban by the government. He though there were enough schemes afloat to humbug the people without the newspapers taking a hand. Publishing a newspaper, he said, was not altogether a matter of making money. There was a higher ideal; a character which a newspaper should assume, that of advocating the right at all times and exposing the wrong. He put objectionable medical advertisements in the same class, and thought they should be kept out of a newspaper. He took up the matter of recent rulings on second class mail matter. He spoke particularly of a recent ruling (in December) of Third Assistant Postmaster Madden, and advised all to send and get a copy and read it. The discussion which followed brought out the fact that in some localities rural free delivery in the county, was free to publishers, while postmasters in other sections were weighing up second class matter that went on rural routes. This will bear investigating. Messrs. Whittaker, Curtis, Glessner, Rodecker, Wilson and others were parties to the discussion.

F. H. Hall, of the *Herald,* Joliet, then read his paper, "Starting an Inland Daily." He described the work in detail. In September last he had been persuaded that Joliet needed an entirely and newer kind of a daily, and that he was the man to boss the job, which resulted in thirty thousand dollars being subscribed for the stock within three hours, and thirty-five of the most active manufacturers of the city were the incorporators, and within fifty days the first copy of the *Herald* was printed. This meant leasing a building, remodeling it, looking after the carpenters, masons, machinists, hiring a force of workmen, buying machinery, and having it installed, putting in elevators, steam heating plant, electricity, a telephone system, even, linotypes, perfecting press, and also a first-class job

office, besides getting subscriptions in advance and advertising, so that the first issue consisted of three eight-page sections of seven columns to the page, to take care of the business secured, the first issue starting with twenty-five hundred subscribers, necessitating thirty carrier boys, who had to be organized. Opposition was strenuous, but to the present time the paper had given away no premiums, or free subscriptions. The present paid circulation is 4,179, 224 new subscribers being added by the carrier boys last week. "We are now arranging to install a 16-page Goss, with color attachments, so that we can take care of the list in the proper time. In the first six weeks we had over $2,600 worth of advertising. We get out five evening editions and a Sunday morning edition. The paper brought out a rapid fire of question, which Mr. Hall answered promptly, to the entertainment of the members, he being complimented greatly because of his success. He publishes serial stories, charges five cents a week for the paper by carrier, sends out telephone cards, worked up a big want ad department, gave first insertion free with card, had voting contest for two diamond rings, but made all who voted pay subscription. The discussion brought out facts regarding publishing serials the following being recommended: "Cardigan," "The Blazed Trail," "Wings of the Morning," from the American Press, "The Man on the Box," $30 cash, $40 advertising, of Geo. B. Van Cleve Co., New York, "In the Bishop's Carriage," "The Grafters," "The Mississippi Bubble," "Under the Rose," "Life and Adventures of Santa Claus," last four of the American Press.

Mr. Lowrie then gave his subject, "Railroad Advertising," orally. He discussed this question ably from years of experience, and said some railroads paid cash for advertising, some papers demanded cash, but the great majority make trade contracts, that time tables were usually published free because of their news value and the fact that railways know this and take advantage of it. The Penn lines give contract with credit on next year for all unused mileage, but most roads, cancelled all at the end of the year. He thought that transportation was in no way complimentary but earned transportation, and hence ought to be good on any train. Messrs. Brant, Wilson, Tufford, Sundine and others discussed this paper. Following it the following motion carried:

Resolved, that a committee of one from each State wait upon the passenger associations in the summer to arrange a basis of contract for advertising that will be fair and satisfactory to both association members and railways, with A. W. Glessner chairman, the committee was formed as follows:

W. L. Lane, Muscatine, Iowa.
Frank E. Noyes, Marinette, Wis.
W. Bent Wilson, LaFayette, Ind.
Scott Laird, Winona, Minn.
Harry Coleman, Pontiac, Mich.
W. Q. Adams, Owensboro, Ky.

NEW MEMBERS.

The *Herald,* Joliet, Ill., F. H. Hall, Manager.

Inquirer, Owensboro, Ky., W. Q. Adams, manager, were elected to membership.

N. E. A. DELEGATES.

The following were then chosen to represent the association at the National Association meeting in Guthrie, Okla., June 6, 7, 8:

Delegates:—A. H. Lowrie, Elgin, Ill.
John Sundine, Moline, Ill.
E. P. Adler, Davenport, Iowa.
W. L. Lane, Muscatine, Iowa.

Alternates—J. N. Klock, Benton Harbor, Mich., the president to appoint the other alternates.

The election of officers for the ensuing year was then taken up.

Officers.—Mr. Campbell, renominated Mr. Glessner, who declined, when he nominated Milo W. Whittaker, of Jackson, Mich., and the secretary was instructed to cast the entire vote of the association for him, which was done, and he was declared elected.

Mr. Robb nominated Wil V. Tufford, of Mason City, Iowa, for secretary and treasurer, his election resulting after a unanimous vote also.

The following vice-presidents and members of the executive committee were chosen:

Vice-Presidents: Michigan—J. N. Klock, Benton Harbor.
Wisconsin—H. H. Bliss, Janesville.
Indiana—Willis E. Beale, LaPorte.
Iowa—W. L. Lane, Muscatine.
Illinois—A. O. Lindstrum, Galesburg.
Minnesota—Scott Laird, Winona.
Kentucky—W. Q. Adams, Owensboro.

Executive Committee: Iowa—E. P. Adler, Davenport, chairman. Indiana—Chas. J. Robb, Michigan City. Michigan—Geo. T. Campbell, Owosso. Wisconsin—E. A. Tostevin, Racine. Illinois—John Sundine, Moline. Minnesota—John C. Wise, Jr., Mankato. Kentucky—W. Q. Adams, Owensboro.

Special Agent.—A communication was read from Ira P. Rowley, to act as special Chicago agent. The matter was referred to the executive committee to investigate and report at the June meeting.

In this connection Mr. E. P. Adler, chairman of the executive committee, Davenport, Iowa, desires each member of the association to answer the following questions, writing direct to him, if enough favoring he will call a meeting in Chicago, to discuss the matter.

Do you desire a special advertising representative in Chicago and New York?

Would you be willing to pay a pro rata share of the expense, or a fixed amount per month?

Have you such a representative now?

Kindly answer promptly, so that the matter can be taken up, and give such other information, or advance other ideas you may have to Mr. Adler.

A rising vote of thanks was given Mr. Glessner, the retiring President, on motion of Mr. Tufford, for his earnest and faithful effort for the association during the past three years.

At the close of the association session, the members retired to the dining-room of the Press Club, where they had luncheon. Then some time was spent about the city, when returning to the Club dinner was served in the evening, with the following program, arranged by the Press Club, as an entertainment for their out-of-town members and the visiting newspaper men, the out-of-town members of the club furnishing the different numbers on the program:

PROGRAM.

"A Few Remarks."—Smith D. Atkins, editor *Journal,* Freeport, Ill.

"A Little Talk Between Covers."—Robert Rexdale, author of "Rhymes," etc.

"Reminiscent Stories."—E. P. Adler, publisher the *Daily Times,* Davenport, Iowa.

"Sketches."—Mrs. Virginia LeRoy, Streator, Ill.

"A Few Short Glimpses of the Not Well Known South."—A. H. Lowrie, Elgin *Daily News,* Elgin, Ill.

"The Ute's Legend of the Flood."—Wil V. Tufford, *Times Herald,* Mason City, Iowa.

"Jonah and Others."—M. D. Kimball, Milwaukee, Wis.

THOSE PRESENT.

Scott Laird, *Republican Herald,* Winona, Minn.
F. H. Hall, *Herald,* Joliet, Ill.
F. W. Harris, *Journal,* Macomb, Ill.
Will Curtis, *Star Courier,* Kewanee, Ill.

J. N. Klock, *News-Palladium,* Benton Harbor, Mich.
A. H. Lowrie, *News,* Elgin, Ill.
C. L. Miller, *Republic,* Rockford, Ill.
Milo W. Whittaker, *Patriot and Press,* Jackson, Mich.
Geo. W. Needles, *Citizen,* Centerville, Iowa.
S. G. Goldthwaite, *News,* Boone, Ia.
F. A. Sapp, *Republican Times,* Ottawa, Ill.
John Sundine, *Dispatch,* Moline, Ill.
Phil Hoffman, *Herald,* Oskaloosa, Ia.
Smith D. Atkins, *Journal,* Freeport, Ill.
Jas. F. Powell, *Courier,* Ottumwa, Ia.
Geo. A. Perry, *Republican-Register,* Galesburg, Ill.
W. L. Lane, *Journal,* Muscatine, Ia.
E. P. Adler, *Times,* Davenport, Ia.
A. O. Lindstrum, *Mail,* Galesburg, Ill.
Thad W. Rodecker, *Times,* Pekin, Ill.
W. Bent Wilson, *Journal,* LaFayette, Ind.
Ira S. Carpenter, Chicago, Ill.
W. E. Beale, *Herald,* LaPorte, Ind.
Chas. J. Robb, *News,* Michigan City, Ind.
William T. Bedford, *Tribune,* LaSalle, Ill.
Wil V. Tufford, Mason City, Ia.
Dave Brant, *Republican,* Iowa City, Ia.
E. A. Tostevin, *Journal,* Racine, Wis.
H. H. Bliss, *Gazette,* Janesville, Wis.
W. Q. Adams, *Inquirer,* Owensboro, Ky.
J. C. Chapple, *Press,* Ashland, Wis.
M. V. Starr, *News-Times,* Goshen, Ind.

The following are delegates from the Idaho State Press Association to the Guthrie Convention of the National Editorial Association:

W. D. Smith, Moscow, Idaho.
H. C. Shaver, Moscow, Idaho.
M. A. Bates, Parma, Idaho.
J. D. Flinner, Boise, Idaho.
M. S. Parker, Boise, Idaho.
F. S. Harding, Weiser, Idaho.
Chas. A. Hackney, Meadows, Idaho.

The officers are: President, D. T. A. Mackintosh; Vice-President, Chas. A. Hackney; Secretary, W. S. Parker; Treasurer, Mabel Payne. The next convention will be held in September.

At the Maine Press Association at its annual convention, held in Augusta, Jesse H. Ogier, of Camden, was reëlected president. Edward S. Stearns, of the Thomaston *Herald,* was reëlected corresponding secretary and was also chosen essayist for the next annual meeting which will be held in Portland. Charles A. Pillsbury, of Belfast, read a very interesting paper which took the negative side of the question: "Shall a Weekly Paper Run a Job Printing Plant in Connection?"

Mr. Pillsbury said, among other things: "The job plant was once an indispensable and often the most profitable feature of the country newspaper office, but improved conditions for doing business have altered the situation.

"The ubiquitous 'drummer' invades every town and hamlet, and the country printer is thus brought into direct competition with the city offices, with their typesetting or typecasting machines, electric motors and fast presses. * * *

"I advised an old friend, the proprietor of a local job office, to lay idle rather than take work that would not give him a living profit. I recall one job taken from him which two practical printers figured on and found that it would entail a loss of $100 on the office doing the work. * * * I think I have plainly demonstrated why one country newspaper should not run a job plant.

"This, however, is not a question that can be decided collectively. It depends upon the individual and upon the location of the plant.

"As for myself, I find it takes about all of my time to look after the newspaper end; but then I am not as young as when I entered the newspaper field forty-seven years ago. A young man with only one eight-page country paper, all home print, of which he is the editor, business manager and local reporter, may find time hang heavily, but rich recreation, if not profit, in running a job plant.

"For my part I believe in a division of labor, and prefer that the other fellow should rule the job plant."

President Ogier, in his annual address, urged that more time at the meetings be devoted to the business end of newspaper publication in order that more practical benefits might be obtained by the publishers. He also called attention to the needs of a permanent legislative committee to secure the enactment of just laws for the protection and benefit of the press. In closing he recommended that a banquet be made one of the features of the annual meetings of the organization. It was voted to have the Rangeley Lakes the destination of the summer excursion this year.

At the annual meeting of the Tennessee Press Association a resolution was passed making a minimum advertising rate of five cents per inch for papers of 500 circulation and two cents additional for each additional 500 circulation. The committee on Ready Print submitted a report in which it recommended that a ready print service for State papers be inaugurated and maintained. To carry out the plan outlined in the report would involve the establishment of a central office and the employment of a business manager and an editor.

Rutledge Smith, chairman of the committee, stated that it would cost about $5,000 to establish and equip a plant, and that the salaries of employees and officers would amount to about $3,000 per year, but, notwithstanding the expenditures which would be necessary to carry out the plan, he believed that ready prints could be furnished to weekly papers of a more acceptable character and as cheap or cheaper than they were at present furnished to them.

The committee recommended that a committee be appointed to canvass the newspapers of the State with a view to determining how many of these would consent to become patrons of the proposed ready print service for one or more years, and that the committee be authorized to inaugurate the service should the committee consider that conditions warranted inaugurating it.

The report of the committee was adopted.

The following officers were chosen: Richard H. Green, of Covington, President; D. F. Wallace, Jr., of Smithville, First Vice-President; D. L. Smith, of Sweetwater, Second Vice-President; J. D. Newton, of Jackson, Third Vice-President; Rutledge Smith, of Cookeville, Secretary; H. E. Graper, of Lexington, Treasurer; W. J. Slatter, of Winchester, Statistician.

The Florida Press Association held its annual meeting at Lake City, March 22d and 25th, with the following program:

"The Linotype in a Country Office," by W. S. Johnston, De Land; "History of Florida Journalism," by Frank E. Harris, editor Ocala *Banner;* "What Should Constitute a Newspaper Libel," by George W. Wilson, editor *Times-Union;* "Industrial Publications and Their Effect on the Business Community," by J. A. Hollomon, editor *Industrial Record;* "The Society Column," by Miss Nellie E. Beck, staff of the Pensacola *Journal;* "The Circulation of a Newspaper," by Rufus A. Russell, business manager of the *Metropolis;* "Should Legal Advertising Be Open to Competition?" by D. E. Thompson, editor of the St. Augustine *Record.*

The next meeting of the Massachusetts Press Association is the regular quarterly business meeting on April 10th. It will be held at the United States Hotel, in Boston.

The association held its annual meeting in Boston in joint session with the Suburban Press Association. The following were elected officers of the State association for the ensuing year: President, George C. Fairbanks, Natick, Vice-Presidents, G. M. Billings, Milford; D. H. Huxford, Randolph; G. W. Prescott, Quincy; E. H. Pierce, Revere; W. F. Jones, Boston; Secretary, W. T. Heffernan; treasurer, J. S. Smith, Rockland; Auditor, Charles S. Parker, Arlington; Historian, George M. Whittaker, Boston.

After the business session a banquet was served to over 100 members and ladies. A number of prominent speakers were present, who addressed the editors.

The Hon. Charles T. Gallagher, of Boston, summarized the progress made during recent years in the Massachusetts law for libel, emphasizing the value of the services rendered to the press by Senator Cook, Edward L. Pierce and Representative Dowse of Malden. Today, said he, our newspapers are writing the level of the people up and not down. The press is more and more to be an uplifting influence in the community.

The Rev. John Cuckson asked consideration for the work newspapers are called upon to do. Altogether apart from business and pulpit, he said, much comes from them which is a free contributions to the enlightenment of the people. The newspaper must provide, within reasonable and clean limits, for the taste of the community. In helping to remove the monotony of life, the newspapers contribute to the health of the people, which has much need of change and recreation.

The Hon. Willard Howland said the newspaper was doing its part in the moral and intellectual growth of the people, and who, he asked, would dare to set limits to the good it might accomplish? One of the best things the press can do, he continued, is to arouse to activity the patriotism of the State so that the duties of citizenship may be performed; and so that the man who does his duty by participating in public affairs will be regarded as a good citizen, and the man who does not a bad one.

Francis Hurtubis gave the editors the benefit of his thirteen years' contact with newspaper men, and said that during all his experience at the State House he had never known one to betray a confidence reposed in him. The speaker proceeded to emphasize individuality, enterprise and originality as qualities essential in the newspaper man, but said that a greater than these was integrity.

WATERLOO, IOWA.

Hon. B. B. Herbert 1319 Ravenswood Park, Chicago, Ill.

DEAR SIR AND FRIEND:—Replying to your favor of a recent date, will say that the officers of the Iowa Press Association are as follows: C. M. Junkin, President, Fairfield *Ledger*; W. I. Branagan, Vice-President, Emmetsburg *Democrat;* O. E. Hull, Secretary, Leon *Reporter;* F. R. Conway, Corresponding Secretary, Des Moines; G. L. Caswell, Treasurer, Denison *Review.*

As yet no time has been fixed for the next meeting. The last meeting was held at St. Louis at the World's Fair. Arrangements are being perfected for a trip to Portland, Oregon, for the early summer. If this cannot be made, a Canada trip will probably be the order of things as this was promised last year. Yours truly,

W. T. PARROTT.

LEXINGTON, N. C.

Mr. B. B. Herbert, Editor National Printer-Journalist, Chicago.

DEAR MR. HERBERT:—The next convention of the North Carolina Press Association will be held in Asheville, N. C., next summer. No program has been arranged for this meeting.

The following are the officers: President, H. B. Varner, *Dispatch,* Lexington, N. C.; First Vice-President, M. L. Shipman, Hustler, Hendersonville; Second Vice-President, R. M. Phillips, *Post,* Raleigh; Third Vice-President, J. C. Caddell, *Times,* Raleigh; Secretary and Treasurer, J. B. Sherrill, *Times,* Concord; Historian, T. J. Lassiter, *Herald,* Smithfield; Orator, E. E. Hilliard, Commonwealth, Scotland Neck; Poet, John Charles McNeill, *Observer,* Charlotte.

Delegates to the National Convention: D. J. Whichard, *Reflector,* Greenville; W. K. Jacobson, *Progress,* Washington; C. H. Poe, *Farmer,* Raleigh; W. B. Westlake, *Citizen,* Asheville; Thad. R. Manning, *Gold Leaf,* Henderson; T. J. Lassiter, *Herald,* Smithfield; H. A. London, *Record,* Pittsboro; H. C. Martin, *News,* Lenoir; R. M. Phillips, *Post,* Raleigh; W. F. Marshall, *Gazette,* Gastonia; J. A. Robinson, *Sun,* Durham; M. L. Shipman, *Hustler,* Hendersonville; J. H. Caine, *Citizen,* Asheville; Rev. J. O. Atkinson, *Sun,* Elon College. National Committeeman for North Carolina, J. J. Farriss, *Enterprise,* High Point. Very truly yours,

H. B. VARNER.

BERKELEY, CAL.

B. B. Herbert, Editor National Printer-Journalist, Chicago, Ill.

DEAR SIR:—The following is the list of the officers of our association and the papers with which they are connected: President, Friend Wm. Richardson, *Gazette,* Berkeley; Vice-President, Lyman M. King, *Review,* Redlands; Secretary, Raleigh Barcar, *Reporter,* Vacaville; Treasurer, G. M. Francis, Register, Napa. Executive Committee: Allen B. Lemmon, *Republican,* Santa Rosa; W. D. Pennycook, *Chronicle,* Vallejo; E. B. Willis, *Republican,* Auburn; G. B. Daniels, *Enquirer,* Oakland; R. H. Jury, *Leader,* San Mateo; F. B. Mackinder, *Star,* St. Helena; S. H. Olmsted, *Journal,* San Rafael.

Yours very sincerely,

F. W. Richardson.

(From Guthrie *Daily Leader,* Jan. 23.)

National Committeeman Prouty and Benjamin B. Herbert, founder of the National Editorial Association, returned from the Miller Brothers' "101" ranch last night. Their mission was to get the entertainment program of the big buffalo hunt, Indian war dances and cowboy, bronchos and roping feats to be given in honor of the National Editors and ladies the first week in June. This ranch has 87,000 acres and is owned and controlled by Joe, Zack and George Miller, the cleverest trio of young men in the Southwest. These young men are up-to-date and money makers in stock and agricultural pursuits. They reside in a palace at headquarters, five miles from Bliss. They have train loads of cattle, wheat, hogs and poultry. They keep an army of men to prepare the same for market. The brothers are true blue Kentuckians and with their mother extend warm Southern hospitality to all friends.

The Millers are preparaing a grand feast of entertainment for the National visitors as well as 10,000 excursionists from the states and 20,000 Oklahomans. The largest buffalo in the United States is being fattened on the ranch for the editors' luncheon. Other buffalos will be slaughtered after the chase for the visitors and Indians. There will be 2,000 Indians, 300 cowboys, 25 buffaloes, companies of United States soldiers and ten bands of music. An elaborate program is being arranged. It will be the farewell celebration of tribal relations between the Indians, the exit of the cowboy in Oklahoma and the welcome of the plowboy. The Indians can realize more cash out of an acre from the plowboy than they can for the grass lease from the cow men, hence the soil will be tilled after this year instead of being used as grass land.

For this grand celebration Committeeman Prouty of the Oklahoma Press Association will have the railroad run "special rate" excursions to Bliss so that all Oklahomans may have the opportunity of witnessing this entertainment and meeting the National Editors and ladies. These excursions will be called "Newspaper Excursions."

The twelfth annual convention of the New York Republican Editorial Association was held at the Fifth Avenue Hotel, New York City. Many subjects outside of partizan politics were considered. The ever-recurring subject of the securing a proper and reasonable libel law was discussed.

President McKinstry presented for the consideration of the association form of libel bill which it is proposed to introduce in the legislature:

Permit me through you to extend to the members of your association and their guests my cordial greetings and best wishes for the success of the banquet tonight. I wish it were possible for me to be present in person. THEODORE ROOSEVELT.

An Act to Amend the Code of Civil Procedure in relation to the evidence and damages in actions for libel.

The people of the State of New York, represented in senate and assembly, do enact as follows:

Section 1. The Code of Civil Procedure is hereby amended by inserting therein a new section to be Section five hundred and thirty-six a, and to read as follows:

Section 536 a. In any civil action for libel the defendant may allege and give proof that the matter alleged to have been published and to be libelous, was published without malice, and that the defendant, within a reasonable time after receiving demand in writing to correct and to retract said statement, or if no such notice has been given to the defendant before the commencement of the action, did publish a sufficient correction and retraction in as conspicuous and public a manner as that in which said alleged libelous statement was published, in two successive issues of the same periodical publication. Upon proof of such facts to the satisfaction of the jury, the plaintiff shall not be entitled to punitive damages and defendant shall be liable only to pay such compensatory damages as the jury may award.

The bill was interestingly discussed by C. S. Francis, H. B. Sykes, John A. Sleicher, Jay E. Klock, H. J. Knapp, John I. Platt, J. B. Alexander. This bill is intended for the relief of those who unknowingly libel a person by reason of modern methods of gathering and distributing news from all parts of the world. The present law presumes malice on the part of the publisher, when in nearly every case he is entirely innocent. Formerly presumption of malice was reasonably fair when individual publishers prepared their own news.

There are papers that deliberately and maliciously libel people. We do not stand for them. The more severely they are punished the better for those who are fair and honest. This bill will not protect the malicious newspapers.

On motion of Mr. Sleicher, seconded by Mr. Klock, the bill was referred to the association's legislative committee, with power to amend.

Mr. Sleicher offered the following resolution which was adopted:

Resolved, That this association earnestly commends the action of President Roosevelt and Secretary Hay in endeavoring to facilitate the prompt approval by our government of arbitration agreements with other leading nations and we are glad to know that the two senators from this state were not recorded, with the majority of the senate, in opposition to the President's single-minded purpose to facilitate the pacific settlement of international disputes under the provisions of The Hague treaty.

Mr. Francis offered the following resolution which was also adopted:

Resolved, That the prompt passage by the House of Representatives of a bill to empower the Inter-State Commerce Commission to fix reasonable anu proper railroad rates upon proof by an aggrieved shipper that a rate is unreasonable or improper, is in fulfillment of the pledge of the Republican party that it will constantly seek to protect the interests of all the people—a pledge that President Roosevelt is earnestly trying to carry out.

Mr. Smyth, from the special committee on nomination of officers, presented report recommending the election of the following officers, and on his motion the report was adopted:

PRESIDENT.

W. B. Collins, *Leader,* Gloversville.

VICE-PRESIDENTS.

Elias Vair, *News,* Waterloo.
J. P. Herrick, *Breeze,* Bolivar.
A. T. Smith, *Citizen,* Herkimer.
James H. Potts, *Times,* Troy.
Jay E. Klock, *Freeman,* Kingston.

SECRETARY AND TREASURER.

A. O. Bunnell, *Advertiser,* Dansville.

President J. W. Slauson, of the New York Press Association, improved the opportunity of the Republican Editorial meeting to ask the members of the former association their preference as to the place for holding the next convention. Atlantic City had been mentioned last year, but transportation could not be arranged. There are some who would like to go there this year.

Mr. Knapp had the assurance that the railroads would provide transportation this year for editors and their wives, but not for whole families, and there are hotels of all kinds for hundreds of thousands. He would suggest that the meeting be held not later than the middle of May, so as to be out of the way of the National Editorial convention to be held the first of June, to which the New York Press Association appoints delegates.

Secretary Bunnell said a cordial invitation had been sent to the association to meet at Niagara Falls by Curt M. Treat, secretary of the bureau of publicity. Excursions on the gorge road and elsewhere, visits to the great power plants and other places of interest, where among the attractions named.

It was practically decided to hold the convention at Atlantic City.

President Slauson will appoint delegates to the National Editorial Association. A banquet was enjoyed at the Waldorf Astoria. Many excellent addresses were made and the following telegram from President Roosevelt to Secretary A. O. Bunnell was read:

Scooba, Miss.—The following are officers and delegates of the Mississippi Press Association, 1904-1905:

President, Jas. E. Norwood, *Gazette,* Magnolia; First Vice-President, Robert Lewis, *Republican,* Woodville; Second Vice-President, J. W. Buchanan, *Sentinel,* Grenada; Treasurer, P. K. Mayers, *Democrat-Star,* Scranton; Secretary (term expires 1907), J. G. McGuire, *Herald,* Yazoo City; Chaplain, W. E. Dear, Harmony *Messenger,* Lena; Orator, F. R. Birdsall, *Sentinel,* Yazoo City; Essayists, Mrs. Hala Hammond Butt, *Challenge,* Charksdale; Mrs. B. T. Hobbs, *Leader,* Brookhasen; Poets: R. T. Quinn, *Journal,* McComb City; Mrs. M. L. Turnage, *News,* Belzoni. National Committeeman, J. H. Duke, Herald, Scooba. Delegates to N. E. Association: Miss Kate Cashman, *Post,* Vicksburg; Mrs. H. H. Butt, *Challenge,* Clarksdale; R. T. Quinn, *Journal,* McComb City; Mrs. F. R. Birdsall, *Sentinel,* Yazoo City; J. W. Buchanan, *Sentinel,* Grenada; H. W. Sanders, *Democrat-Herald,* Charleston; P. K. Whitney, *Herald,* Utica; C. H. Block, *Democrat,* Tunica.

The following are the officers of the Alabama Press Association, 1904-05: President, C. H. Greer, Marion; First Vice-President, S. P. West, Birmingham; Second Vice-President, R. E. L. Niel, Selma; Third Vice-President, S. H. Doster, Prattville; Fourth Vice-President, H. Y. Brooke, Luverne; Secretary, Jacob Pepperman, Montgomery; Treasurer, S. H. Morris, Fayette; S. H. Morris, Treasurer.

Delegates to National Editorial Association, 1905: Jacob Pepperman, Executive Committeeman. W. H. H. Judson, Jno. C. Williams, H. M. Wilson, W. M. Meeks, H. E. Whitaker, J. C. Lawrence, R. H. Walker, J. B. Stanley, F. L. McKenzie, R. E. L. Niel, Geo. W. Read, W. M. Tucker, R. L. O'Neal, J. H. Meigs, E. Lesser.

AMERICAN NEWSPAPER PUBLISHERS' ASSOCIATION.

One of the most important editorial conventions in February was the nineteenth annual convention of the American Newspaper Publishers' Association in New York. This organization is composed of two hundred and more of the leading dailies of the United States and the conventions are largely attended by the business managers as well as by the editors, and the discussions are valuable to all newspaper workers. The making of the newspaper is a good deal the same in cities of all sizes. The same questions confront editors and publishers everywhere.

This year's convention of this important and influential organization was saddened by the sudden and unexpected death, Feb. 15th, just six days before the convention, of the much loved and highly honored Secretary of the Association, William Cullen Bryant, of the Brooklyn *Times,* who had been one of its founders, member of the Executive Committee and since 1893 had served in the important position of Secretary, held by him at the time of his decease. Scarcely a newspaper publisher in the country was more widely or more favorably known and by his long and important service, his kindliness, thoughtfulness and zeal in the one really important executive office of the organization, he had endeared himself to all the members, and, from the beginning to the ending of the convention, there was observant a subdued tone of sadness prevalent throughout the meetings. It was the first time in the history of the association that Mr. Bryant had not been present to greet the members in his genial, wholesouled manner.

A memorial service was held in his honor at 4:30 o'clock of the afternoon of the first day's convention, Feb. 21st. Touching tributes were paid to the memory of the deceased by L. M. Duval, of the Baltimore *News,* H. F. Gunnison, of the Brooklyn *Eagle,* E. P. Call, of the New York *Commercial,* Chas. W. Hornick, of the St. Paul *Dispatch,* John Stewart Bryan, of the Richmond, Va., *Times;* James B. Shale, of the McKeesport, Pa., *News,* Col. Frederick T. Driscoll, commissioner, H. N. Kellogg, of the New York *Tribune,* Herman Ridder, of the New York *Staats-Zeitung,* Thomas Rees, of Springfield, Ill., *State Register,* W. E. Gardner, of the Syracuse *Post Standard* and President Taylor.

The following resolutions were adopted by a unanimous vote:

"WHEREAS, The journalistic profession has met with a great loss in the death of William C. Bryant, who was for twelve years secretary of this association, it is hereby

"*Resolved,* That the members of the American Newspaper Publishers' Association in convention assembled on this 21st day of February, 1905, wish to express their feeling of deep bereavement and great loss in the death of Mr. Bryant. During the long term of his connection with this association he has served it faithfully, not only as secretary, but as manager of the New York office, a position which has brought him in close touch with all its members, who have found him invariably attentive, not only to the duties of his important office, but exceptionally considerate of the interests of its members and their associates.

"We take satisfaction in acknowledging that a large part of the success of this association is directly due to Mr. Bryant's efforts. His indefatigable energy, his whole-hearted manner of dealing with men and affairs were important elements in the usefulness of the work we have accomplished.

"The Board of Directors is reminded by his loss of the firm reliance it has constantly placed upon him during all these years, for his name and spirit have been closely associated not only with the larger work of the body, but with its endless detail, which would have been a severe strain on a man less bountifully endowed.

"Mr. Bryant not only commanded our confidence and respect, but he long ago won our most affectionate esteem. It is further

"*Resolved,* That these resolutions be spread upon the records of the association and that a copy of the same, suitably engrossed, be forwarded to Mr. Bryant's family."

Mr. Bryant at the time of his death was business manager of the Brooklyn *Times,* secretary of the American Newspaper Publishers' Association, and treasurer of the Publishers' Press. He began his newspaper career in 1875 by becoming associated with his father-in-law, the late Bernard Peters, in the publication of the Brooklyn *Times.* He was born in New York city on Aug. 1, 1849. He spent the early years of his life in Brooklyn, and his early boyhood years were passed largely upon his father's farm in Connecticut. It was here that he laid the foundation for a very vigorous constitution. Mr. Bryant was always hale and hearty and very fond of an outdoor active life. Mr. Bryant was married on Oct. 5, 1875 to Julia M. Peters, oldest daughter of the late Bernard Peters. His first wife died in 1887, and two years later he married Mr. Peters' youngest daughter, Mary W. His oldest son, William Bernard Bryant, is an assistant to Business Manager H. N. Kellogg, of the New York *Tribune.* His second son, Mortimer D. Bryant, is associated with the management of the Brooklyn *Times.* He also left a daughter, Miss Camilla Bryant, and two minor children. His second wife died last September after a long illness and Mr. Bryant's ill health dated from her protracted sickness and death. In the summer her trouble became acute. Mr. Bryant's devotion to his wife was constant, and the long strain broke his health and his friends saw that he was becoming weakened in June. Since then his effort to fight off his illness has been constant. He insisted upon attending to his duties as far as possible up to the close of the year. In January his family insisted upon his giving up business, and he was taken south to Jacksonville. Mr. Bryant insisted that he must return to Brooklyn, and when the cold wave of early February invaded Jacksonville he came back home. From that time on his failing was steady. He was removed to a sanitarium in Plainfield, N. J., where he received constant care and attention. Mr. Bryant's breakdown came from nervous prostration, which brought on paralysis of the left side.

The first session of this nineteenth convention opened on the morning of Tuesday, Feb. 21st, and from the very complete and satisfactory account, given in *Profitable Advertising,* of Boston, we glean the following that will be of interest to the readers of the NATIONAL PRINTER-JOURNALIST:

The topic, "the classification by fire insurance companies of newspaper offices as of the same risk as job printing establishments, and the percentage rate established for newspaper risks in different cities," gave rise to a long discussion.

Among those who took part was S. P. Weston, of the Seattle *Post-Intelligencer,* who objected to the daily newspaper office being classed and rated as risks by the fire insurance companies with job printing offices, as being unjust to the newspapers, expensive and inequitable.

Mr. Duval, of the Baltimore *News,* spoke a good word for the liberal action of the fire insurance companies in Baltimore after the recent great fire.

Mr. Palmer, of the Houston, Tex., *Post,* spoke of the high rates in that State on newspaper property, and General Otis, of the Los Angeles *Times,* suggested that the Association ascertain what was the proportion of loss by fire as between newspaper and job offices.

Mr. Glass, of the Montgomery Ala., *Advertiser,* spoke of the frequency of total loss where cases of type were pied during fires in printing offices, and linotypes so easily destroyed or damaged beyond repair.

On motion of Mr. Seacrest, of the Lincoln, Neb., *State Journal,* a committee of three, consisting of Jos. T. Nevin, Elbert H. Baker and Hilton U. Brown, was appointed to meet with the committee of the American Advertisers' Association for conference.

The question whether railway time-tables are news or advertising matter was threshed out, and it was found that locality had much to do in settling that question.

Upon the matter of reducing the width of margins to economize on paper bills, one speaker cited an annual saving of $15,000 per annum by the reduction, including paper and postage.

The trading stamp craze came in for consideration, and its effect upon local newspaper advertising was said to be diminishing greatly of late.

The organization of retail merchants to discipline or boycott newspapers was illustrated by one or two publishers from the South. The outcome was that the merchants at length saw the futility of their course and sued for peace.

The old subject of the restriction of amusement notices came up again, and it developed that the more drastic the measures the press took with the bold press agents, the better the theatrical men treated the papers.

At the afternoon session a particularly interesting feature was a paper by S. S. Rogers, of the Chicago *Daily News*, on "The Allowance of Agents' Commissions Direct to the Advertiser." Mr. Rogers said:

"I have been asked by our esteemed president to say something to you on the above subject. As a matter of fact, no such thing exists. No agency commission can be paid to an advertiser, because if any allowance is made to the advertiser it is not an agency commission, nor is it a commission in any sense of the term. Two people dealing directly with each other cannot have involved in the transaction a commission. A commission arises only when a third or intervening party comes into the transaction as a factor or broker or agent, and then takes for his service of intervention a percentage of the transaction. That is properly called a brokerage or commission charge. If any publisher, therefore, is deceiving himself with the idea that he is paying any advertiser direct the agency commission, my advice is for him to become cured of his delusion and call the transaction which he is engaged in by the right and proper name. A publisher who imagines that he is paying an advertiser a commission is doing nothing of the sort. He is simply making an additional discount on his rate. If he does it for all advertisers and is satisfied with the net rate which he is obtaining, I see no objection to the method. In fact, almost all of us have discounts on our rate cards. If he makes this special discount of rate to some advertisers and not to others, as I apprehend is the case where this sort of thing is done, he is simply making a better rate to one customer than another under the same conditions. I suppose I ought not to object to this if a publisher is satisfied with that type of honesty. Most of them do it; but a majority custom does not determine its integrity. The only thing which I would urge is that the thing be called by its right name. My name for it is dishonesty—it is obtaining money under false pretenses—the dishonesty of two prices—the fraud practised on the customer who pays more than your real price only because he has been misled into believing that you have no other and lower price. Such a policy violates that supremely highest and wisest rule of action, whether viewed from the plane of morals or of mere worldly wisdom—do unto others as you would be done by. Make no mistake. The wit of man has never contrived a more sagacious plan of enlightened selfishness than the Golden Rule. I commend it to your careful consideration and acceptance. Put it on your rate cards, and stop cheating the customer who isn't smart enough to find you out as to your bottom price. If you make a better rate to the Royal Baking Powder Company, or the Peruna Company, or Scott & Browne, or Mr. Post, of Postum fame, than you do to other advertisers doing the same amount of business, don't try to cloud your own vision by stirring up a lot of dust and calling the thing an advertising agent's commission. What is an agent's commission? and what is it paid for? I think I have already suggested that it is paid theoretically at least for brokerage service. To understand the matter we must have clearly in mind what advertising agents or agencies are, and what their relation to the individual paper and the newspapers at large is. Upon what theory should we allow them a commission on the business they send us? An advertising agent or agency, worthy of the name, is one equipped by capital, integrity, and experience for the solicitation and development of an advertiser's business. I accede at once to the statement which is running through your minds that many of the agencies which are being recognized by the papers of the country do not qualify, at least fully, under this definition. I realize the difficulty which arises when we come to apply the definition to the individual case. But it ought at least to be that which we are aiming at all the time in our dealing with agencies. Has the agency sufficient capital to give a reasonable assurance of its being able to handle its business and to meet the ordinary vicissitudes of business? Has the agency, or the man or men constituting it, sufficient knowledge of the advertising business, or the trade conditions which prevail in the marketing of different products, of the various methods of advertising which have been tried in the past and found either efficient or useless, a knowledge of the varied mediums which are used for the carrying on of an advertising campaign and their relative values and cost, and a thousand other things which are necessary in order to make an agency a valued and safe counselor for an advertiser in undertaking his campaign? Is the agency also equipped with competent solicitors who are at work continuously for the development of new advertising?

"Assuming now that we have some agencies, large and small, which meet measurably, at least, the qualifications and requirements which I have set forth, what shall be the relation of the newspaper publisher to them? My own judgment is that the newspapers of the country can very well afford to make a monthly or yearly contribution in some shape for the maintenance and continuance of such organizations. While I am by no means blind to the faults and delinquencies which have masqueraded under the name of advertising agencies, I do feel that the service which has been rendered to the newspapers in the development of advertising by the advertising agencies of the country as a whole, grouping them all together, good and bad, has far more than repaid the papers for their entire commission accounts during the past twenty years. I think that it would be a serious loss to the newspaper business of the country if all the advertising agencies of the country were at once to go out of business and there should be none to take their place. If I am at all right in this position, the newspaers are fully justified in dealing with the advertising agents upon an agency or commission basis, and thus contributing to the continuance of the operation of this entire machinery of stimulation and development of advertising.

The giving of soup plates, pickle forks, Bibles, and magazines as premiums for increasing circulation, and the selling of dress patterns by papers, brought out some laughable anecdotes, one publisher saying he inserted $75 worth of advertising, keeping it up three weeks, and sold 15 cents' worth of patterns! He added: "I think I sold two patterns at the full price and then sold one at cut rates."

On Wednesday morning, at the opening of the session, Col. Frederick Driscoll, the Commissioner, read his annual report on the labor situation in the mechanical department of the newspaper offices.

The Colonel reported that there had been very few labor difficulties during the year and that, as the printers were acting under the present arbitration contract which did not run out until 1907, all appeared to be serene and hopeful. He had attended the late convention of the photo-engravers and gave an interesting talk on his experiences there. He thought the present contract with the newspaper printers was satisfactory to the publishers, but not in all cases so much to the printers.

At the conclusion of the Commissioner's report and the business connected therewith, the meeting adjourned to visit the *Times* building on the invitation of the publisher, Mr. Adolph Ochs.

The members were received by Adolph Ochs, publisher of the *Times*, assisted by John Norris, business manager; Louis Wiley, assistant business manager; William J. Guard, Sunday editor; and C. V. Van Anda, managing editor.

Immediately after a few brief words of welcome, they boarded the elevators and were whisked skyward a matter of twenty stories, and there, on the twenty-first floor of the journalistic skyscraper, they sat down to luncheon as the guests of one of America's greatest newspapers.

The inspection of the wonderful twentieth century newspaper home was the most interesting feature of the visit, and the publishers manifested a desire to linger in the different departments in order to acquire more than a passing impression of the methods used in making a newspaper like the *Times*. All the latest mechanical inventions applicable to newspaper publishing were there, and were carefully examined.

The trip was full of "ups and downs" for those who participated. One moment they stood in the big tower, 365 feet from the ground, feasting their eyes on the picture spread out before them; the next they were listening to the whir of mammoth presses sixty feet below the ground, with subway trains flying along just above their heads. It was pointed out that the *Times* is the only New York newspaper having a subway station on the premises. This is known as "Times Square" station.

Profitable Advertising asked most of the visitors for their private opinions of the *Times'* home, with impressive results. These opinions were all alike in substance, some of the expressions being as follows:

"Most remarkable achievement in the history of journalism."

"Wonderful example of journalistic enterprise."

"A monument to the permanent success of a clean newspaper."

"It is so stupendous that it is impossible for me to do it justice."

"It is fitting that a really great newsaper like the New York *Times* should have a really wonderful home like this."

"A great building and a great plant. Still, neither building nor plant can overshadow the greatness of the *Times* itself."

The afternoon session was held in the Times Building, and the members took occasion to express officially their hearty appreciation of the *Times'* courtesy and hospitality.

On motion of S. S. Rogers, of the Chicago *Daily News,* a vote of thanks, prepared by Col. H. H. Cabaniss, of the Augusta, Ga., *Chronicle,* was tendered the *Times* management for its "generous and hospitable reception" to the visiting publishers.

As soon as the motion had been passed, President Taylor added: "I am sure we are very much indebted to Mr. Ochs for an opportuinity to see this building."

Colonel Ochs replied that he knew of nothing that gave him so much pleasure and satisfaction as to have the members of the A. N. P. A. enjoy their first social gathering in the New York Times Building. It was beyond his feelings to express. "I look upon the Association," said he, "as far as my experience in journalism is concerned, as a kind of alma mater. What little I have accomplished I think I have learned here in the A. N. P. A., and if there is any credit for what has been done by the *Times,* I think the members of the Association have aided in attaining it." (Applause.)

"I think," observed President Taylor, "that we shall have to send Mr. Ochs a diploma."

Mr. Freel, President of the Stereotypers' Union, appeared and was welcomed by President Taylor, and applauded by the members. His address was followed closely. Among other things he said:

"I want to say, Mr. President, that I deeply appreciate the great honor which you have tendered me in inviting me here today, and also the invitation to address you. I am glad to see that it appears to come from the heart. And we on our side tendered a similar greeting to your representative when he attended the convention that we held last August in St. Louis.

"I have no complaint to make on this occasion, and I do not know that your body has any complaint to make against us. Since I was here with you, two years ago, our relations have been most harmonious and pleasant, with one exception, which case is now before your organization for adjustment. We are trying to conduct our organization on business lines—conservative lines—and are endeavoring to give satisfaction to those publishers who see fit to employ our membership. I believe we have been successful. I desire to add that we furnish first-class stereotypers and electrotypers to the various publishers affiliated with this Association and those who are not, as well; and there are very few publishers indeed who have not either verbal or written contracts with our organization. Let me say also that Colonel Driscoll, your commissioner, who has so ably and conscientiously conducted your business, has the entire respect of our body and my personal respect."

In conclusion, Mr. Freel, on behalf of his organization, expressed deep regret over the death of William C. Bryant, the lamented Secretary of the A. N. P. A.

At the fifth session the chief theme of discussion was the labor problem, and, while it occupied considerable time, no definite solution was found. Many different ideas and opinions were expressed, none of them, however, being new.

A Copyright Committee consisting of Messrs. F. A. Noyes, of the Chicago *Record-Herald;* L. M. Duval, of the Baltimore *News,* and John Stewart Bryan, of the Richmond *Times-Dispatch,* was appointed by President Taylor.

Mr. Weston reported for the committee which conferred with the International Advertisers' Association, and the report was filed.

Discussion then took place on the Defense Fund.

Among those who discussed this topics were Mr. Gonzales, of the Columbia (S. C.) *State,* and General Otis, of the Los Angeles *Times,* two very distinguished-looking men who attracted much attention during the sessions of the convention.

Don C. Seitz, of the New York *World,* reported for the Committee on Print Paper, but he said the members had little to add to what probably all knew. They had been requested not to make any detailed report of what was under way. The attitude of the Canadian government as to the proposed duty on wood pulp and timber proved to be very instructive and suggestive.

On motion of Conde Hamlin, of the St. Paul *Pioneer Press,* last year's committee, consisting of Messrs. Seitz, Norris, and Hamlin, was reappointed for the coming year. The following resolution, presented by Mr. Hamlin, was then adopted:

"*Resolved,* That the American Newspaper Publishers' Association extends its grateful appreciation to President Roosevelt and the Department of Justice for their prompt response to the request of this Association for an investigation into and legal proceedings against the combination of paper manufacturers, which proceedings are now pending in the U. S. Circuit Court for the district of Minnesota and are being vigorously prosecuted."

President Taylor at this point announced that the time had arrived for the annual election of officers, and called for nominations for the office of President, from which he had previously determined to retire after his three years of service.

S. W. Meek, of the Cleveland *Leader,* thereupon arose and presented the name of S. S. Rogers, of the Chicago *Daily News.*

"He is," said Mr. Meek, "a gentleman who in every regard receives and deserves the respect of members of the A. N. P. A.—who is large in stature, large in heart, and pious in disposition."

C. W. Knapp, of the St. Louis *Republic,* seconded the nomination, saying: "I have watched Mr. Rogers' work in

this association for seventeen years. He has served it faithfully and intelligently, and I recognize no one in our membership who would more acceptably fill the place you have announced you were about to leave, Mr. President, than he would."

On motion of Thomas Rees, of the Springfield, Ill., *State Register,* the retiring President, Mr. Taylor, was instructed to cast one ballot to express the unanimous vote of the Association for Mr. Rogers. This was done and Mr. Taylor declared:

"Mr. Rogers is elected, and will please take the chair." (Applause.)

Cries of "speech," "speech," arose as Mr. Rogers stepped to the platform and was shaken by the hand by Mr. Taylor. In response to this demand Mr. Rogers said:

"Gentlemen of the Association: I feel very sure that I should be very much less than human were I not keenly sensible and appreciative of this very great honor which you have done me.

"I remember the names of the men who have gone before in this place: Scott, Knapp, Kaufman and Taylor—perhaps others before Mr. Scott. I don't remember one of them who has not made a conspicuous and honorable success in this business in which we are all engaged; and I am sure it is no trifling honor to be called upon to follow in the footsteps of a quartette like that. (Applause.)

"Then I remember, too, as suggested by the report made from our New York office yesteday, that we have in our membership at the present time 240 daily newspapers, scattered from Canada to the Gulf and from the Atlantic to the Pacific. I think I am not exaggerating when I say, gentlemen, that there is no single factor probably in the life of our nation more potent in the determining of the on-going of our social life, our political life, our commercial life, our industrial life, than the factor involved in the combination of these 240 daily papers."

Thanking the Association, not only personally, but in behalf of Victor F. Lawson and the Chicago *Daily News,* Mr. Rogers declared his purpose to serve the Association faithfully, and make it "better and greater than at the present time."

"It has achieved greatness in the past," said he, "and without making any invidious comparisons, I think particularly during the last two or three years. I think this association is under great obligation to the gentleman who is now retiring from this position, for his energy—for the intense and earnest purpose which has controlled him in the work of this Association. He has recognized that it means business; that it is not by-play, it is not a joke, but it is a real and earnest thing. I want to continue, if I may, that policy. Again, gentlemen, I thank you heartily for this honor which you have given me." (Applause.)

Upon the suggestion of Don Seitz, William McLean, of the Philadelphia *Bulletin,* was nominated for Vice-President.

Colonel Cabaniss, of Augusta, Ga., moved that the ex-President cast one ballot on behalf of the association for Mr. McLean. Mr. Taylor cast the ballot, and Mr. McLean was declared elected.

President Rogers then said: "By the action of the association yesterday the election of a Secretary was deferred for thirty days, out of respect to the memory of Mr. Bryant, and the Board of Directors was authorized to have delegated power to fill that vacancy as soon after the expiration of the thirty days as they may be able to do so."

Mr. Adler nominated Edward P. Call, of the New York *Commercial,* for Treasurer, and Mr. Bryan, of Richmond, Va., seconded the nomination. Mr. Call was elected by the same method followed in the case of the other officers.

The selection of four new directors was then begun.

Mr. Townsend, of the Philadelphia *Press,* nominated Charles W. Hornick, of San Francisco, for reëlection to the Board.

Mr. Hornick nominated S. P. Weston, of the Seattle *Post-Intelligencer,* for reëlection.

Mr. Norris, of the New York *Times,* nominated Col. H. H. Cabaniss, of the Augusta, Ga., *Chronicle,* for reëlection.

Mr. Call: "I would like the pleasure of nominating as another Director an unknown gentleman,—a Mr. Charles H. Taylor, Jr., of Boston." (Laughter.)

Mr. Duval: "I move that it be made unanimous. And I move as a special mark of our appreciation of the retiring President that we rise and vote his nomination." (Applause.)

This was immediately done, the whole meeting rising to its feet, and President Rogers declared Mr. Taylor elected Director, adding: "It is time for a speech."

Mr. Taylor: "You have called upon me for a speech. I have spoken all the time. Since I have known him, I have been guided by the precepts of Mr. Townsend, in my official career, if not in my private life, and I have nothing more to say." (Laughter.)

It was then voted that the nominations be closed.

President Rogers: "The four vacancies on the Board of Directors are thus filled by Mr. Taylor's succeeding Mr. McLean, who is still on the Board as Vice-President, and the three other gentlemen succeeding themselves. The ballot has been cast for those four gentlemen as members of the Board."

On motion of Mr. Duval, the present tellers, Messrs. Baldwin and Anthony were nominated and elected to serve for the coming year.

The meeting then adjourned to accept the hospitality of the Brooklyn *Eagle.*

At the close of the fifth session the members proceeded across Brooklyn Bridge to the home of the Brooklyn *Eagle,* in accordance with the invitation which had been extended to the Association by the *Eagle* management. Interest in the visit had been stimulated by the fame of the *Eagle's* plant, reputed to be the best equipped daily newspaper plant in the world, and practically all the members in attendance took part in the expedition.

The Eagle Building was reached about one o'clock, and the members were met by William V. Hester, who acted as host. As the members had been busily engaged all the forenoon in the discussion of questions of policy in regard to matters of great public interest, the first number on the Brooklyn program proved exceptionally attractive to the Eagle's guests. This was a luncheon served in Maresi's best style in the dining hall on the second floor. For the time being the question of the attitude of President Roosevelt toward monopolies took a place in the extreme background, and the first hour of their stay in Brooklyn the publishers were sincerely busy men.

Then, after cigars had been lighted, and while the hard-working servants of public interests were resting from their labors, Dr. St. Clair McKelway, editor of the *Eagle,* welcomed them as follows:

Gentlemen of the American Newspaper Publishers' Association.

"I am glad you have chosen this building as the place for the final session of your gathering this year. You are heartily welcome. We are honored by your presence. We hope to be inspired by your fellowship. We are pleased to have you as our guests. We trust that your body and this paper may reciprocally inspire a helpful fellowship. This is the home center of Greater New York. You have been accustomed to meet in the hotel center of Manhattan. You have come over to the home center of the metropolis and to the office of the home newspaper of that home center. We are gratified to be your hosts. We trust that you will be satisfied to be our guests. It is significant that we can greet you in our enlarged home.

"More space is here devoted to the making of a newspaperpaper and to the prosecution of the affiliated arts and industries which enter into the making of a newspaper than is elsewhere used for that purpose in any part of the world. This is a superlative fact. It does not, however, make us proud. It only makes us comfortable, tolerant, ambitious, and hospitable. The appeal which we made to you in the name of hospitality was sincere, and your answer to that appeal by your presence today will be the end which should crown the work and confirm the purposes which we here undertake.

"The work is the production of a daily newspaper. The purpose is to make that daily an exponent of the real rights and of the best sentiment of its constituency, and at the same time to render this establishment the competent, the spacious, and the happy work home of accordant, united, and loyal industrians. We know that we are working for our community when we are working for ourselves. We know what our constituents are thinking about when we know what we are thinking about ourselves. We know that the readers and the makers of this paper think alike on public subjects, for this working community and this reading community are on confidential terms. We think alike. We feel alike. We are alike, and we like one another.

"Brooklyn knows what the *Eagle* is thinking about. The *Eagle* knows what Brooklyn is thinking about. Each knows that the other is thinking the same things. Their views are always ultimately identical. They may not be immediately identical, for the concentrated and quickened vision of a public journal must allow for the graduated and instructed opinion of a diffused constituency. The secret of a home newspaper is to say and to think today what its constituency should say and think tomorrow. The formulation here is a little in advance of the acceptance of it by the community. But perusal and adoption so quickly follow upon formulation that the two, roughly speaking, may be said to be simultaneous.

"The secret is, my friends, to think what ought to be thought, to say what ought to be said, to think it clearly and to say it frankly, and then to rest confident that what ought to be formulated will assuredly be accepted. This is not an opportunism which is demagogic. It is a wisdom which is prophecy. It is a moral courage which is inspired by conscience and which is vindicated by faith in the plain people. It does not have its roots in cunning or in trimming. It has its roots in convictions, its vindication in courage and in patience, and in the creation of the confidence which comes alone from character, regnant and recognized.

"I am not speaking exclusively or consciously for any one newspaper. I am speaking, I am glad to believe, for many newspapers here represented. I am speaking for those which would rather be right than successful, and the experience of which has taught them that they can be both, and that they can only be successful by being right, and being that can confidentially rely upon success. What ought to be will be, in any uplifting work pursued, not for self, but for the community, for a commonwealth, for the nation, and for humanity. If we raise ourselves to the plane of the highest motives, we lift our readers to the plane of the highest purposes, and to the level of the best sentiments and of the largest achievements. The journal and the community respectively interpret one another.

"The communities are many. The journals are many. Superficially, the journals and the communities are markedly different. Fundamentally, they are wonderfully alike. The superficial differences are immaterial compared with the fundamental likeness. There is no paper represented around this board that does not essentially think the same things on the moral principles which undergird and overarch the character, the convictions, and the conscience of our common Americanism. Even demagogy in journalism is the homage which insincerity and self-seeking pay to conscience and to country. The counterfeit is sometimes repellant, sometimes alluring, and never convincing. But even as a counterfeit it carries a tribute to the qualities the counterfeiter has not, but would like to be thought to have.

"Now, you are all titularly publishers, or shall I say proprietors? Proprietors or publishers, some of you are also editors. And an editor is here talking to both for both. The fact to at least one of us is the gratifying commentary upon the times when editors or sub-editors were told by their chiefs to regard publishers as their natural and necessary enemies, and to do what they could to keep upstairs aloof from downstairs, with the advantage to upstairs and the disadvantage to downstairs. I recall those times. I am glad they are no more. I am glad that upstairs and downstairs are friends. I am glad that they often exchange workers with good effect to both fields and with a sense of promotion or preference or depletion to neither field.

"There was never need we should be enemies because we were different. There is less need to be different than there was. There was never need to be so different as we were. The desirable change wrought has been due to the realization of the unity of interests between the two fields. The editorial function is to make the journal by news and views commendable to the respect and convictions and to the conscientiousness of the community. The business office function is to convince the business side of the community that its interests, its projects, its wares, its ways, and its wants should be commended to the community whose convictions and whose purposes, whose respect and whose reason the news and the opinion side addresses. arouses, and inspires.

"Now you are not going to get out of me any comparative criticism or any exclusive commendation of either of these accordant sides. In either or both, character, capacity, sincerity, industry, and courage will find opportunity, recognition, vindication, and reward, and without those qualities failure in both will not only be encountered, but deserved. Character, courage, sincerity, capacity, loyalty are the essentials. The remainder of the problem involves simply the application of these essentials to details. For those details some have genius, some have capacity, and some have even a less equipment. They succeed or fail, they stand or fall according to the moral and the mental fitness of men to functions and of functions to men. That is the old rule.

"The survival of the fittest, the dominance of the best, the persistence of the truest. Editing and publishing are hurt or helped, mastered or marred by the same conditions which affect any other commensurate calling. The men who have obtained success in our calling are around me. Journalism is better because of them. They are better off because of journalism. Our nation and our world are better off because of them. We are glad they are with us as our guests. We are glad, as their hosts, that we are with them and of them. Gentlemen, the day, the paper, and the office are yours."

In reply to the address of Dr. McKelway, S. S. Rogers, of the Chicago *News,* the new President of the Association, said:

"I cannot refrain from expressing the heartfelt thanks of the Association for the kind hospitality extended to us today by the Brooklyn *Eagle,* by its management, by those gentlemen who have made such bountiful provision for our entertainment today. It was my privilege during the Convention a few days ago to say some things to the Association by request. I thought afterwards that perhaps my words had too moral a tone, and I want to take this opportunity of saying that we have here today a newspaper which illustrates all that I have tried to state, the same old truth, that honesty is the best policy. The Brooklyn *Eagle* stands, and always has stood, for that type of journalism. As Mr. McKelway has just said to us, the people believe in it, they have made it, they read it, and when one's associations are so close, either with a newspaper or with an individual, it is impossible to cover up dishonesty. I agree that, no matter how it may be dissembled, it nevertheless crops out. The newspaper whose readers have confidence in its integrity will have the success which has deservedly come to the Brooklyn *Eagle.* This is not the success of a day or a week, but accumulates year by year; it is not ephemeral, but permanent. This, my friends, is the type of success we see here today in the Brooklyn *Daily Eagle.*

"I simply want to express again the thanks of the American Newspaper Publishers' Association to the Brooklyn *Eagle* for its kindly hospitality and for the generous opportunity of meeting here, and for the inspection of the trophies of your office."

Dr. McKelway then arose and said: "After hearing the remarks of the gentleman in regard to our paper and our plant, I can add nothing except the assurance that every word that he has said is true."

The members of the Association then retired in a body to the reception hall in the rear of the Eagle building, where the last session of the Convention was held.

The final session of the convention, held in the Brooklyn Eagle Building, was very brief.

President Rogers announced that, all business being concluded, unless some one arose to offer something, the convention would adjourn.

Mr. Knapp, of the St. Louis *Republic,* said:

"After the exceedingly interesting trip through this great building, I move a vote of thanks to the *Eagle* management for the generous and hospitable reception and fine exhibit of a perfect newspaper shop here shown."

The question was put and unanimously carried, and President Rogers said the resolution would be sent to the *Eagle* people in due course.

"There being no further business," continued the President, "a motion to adjourn this yearly meeting of the A. N. P. A. is now in order."

On motion of Mr. Knapp, the Nineteenth Annual Convention was then declared adjourned.

A banquet, the nineteenth annual dinner, proved a great success. Able speeches were made by a number of prominent gentlemen and their instructive words will receive consideration later.

COUNTRY CORRESPONDENTS.

VERNON CENTRE, March 13, 1905.

Editor National Printer-Journalist, Chicago, Ill.

DEAR SIR:—I am one of the correspondents benefited by the "experiment" of Mr. H. C. Hotaling. He *does* publish a good paper, and I appreciate the idea of his sending the NATIONAL PRINTER-JOURNALIST to his correspondents, very much, as well as that of exchanging views and experiences therein.

It would certainly be advantageous, for correspondents to exchange views and experiences. The towns from which many of us write are small, very small, and yet people marry and die, and things occur therein.

Now, this is a tender point, but would not the papers get better service from their correspondents, if their pay was better? Possibly they pay all they can afford, possibly all the correspondence is worth; and again, possibly they are satisfied with the service. If either of these be true, the subject is closed.

The correspondents from small towns are such, for various reasons. I think about one in ten does it for sheer love of the work, the others for "what there is in it." They have other callings whereby their bread and butter comes, and some woman in the household takes it up for the pin-money, even she having her time full of household cares.

Things worthy of record are slipping past the correspondent because her time is too valuable to spend in seeking them. (I say "her," which is not always so.) If the remuneration was sufficient she could *take* time to seek out these news items which otherwise never come to her ears. As it is, the few she does get accumulated, keep her mind on the watch constantly and yet often make a poor showing in the paper. May we have some talk along these and other lines? The true correspondent wishes to do the best in the best way and eagerly welcomes instruction.

(MRS.) KATE E. THEW.

KENDALLVILLE, IND., March 7, 1905.

B. B. Herbert, Esq., Chicago, Ill.

DEAR SIR:—Mr. W. E. Beeson has asked me to give you a list of the officers of the Northern Indiana Editorial Association. They are: A. B. Crampton, Delphi, *Citizen-Times;* H. A. Barnhart, Rochester, *Sentinel*; J. S. Conlogue, Kendallville, *Standard* and *Sun.* Delegates to Guthrie, Okla., National Convention: Miss Harriet Conlogue, *Standard* and *Sun;* W. B. Wlison, Lafayette, *Journal;* Geo. Fowler, Frankfort, *Times;* C. W. Metzker, Plymouth, *Democrat;* J. D. Hogate, Danville, *Republican;* A. P. Kent, Elkhart, *Review;* J. E. McDonald, Ligioner, *Banner;* F. D. Haimbaugh, Muncie, *Herald;* Mrs. Inez M. Sutton, Logansport, *Reporter;* M. W. Pershing, Tipton. Next meeting at Rochester, Ind. Date not fixed yet. Respectfully,

J. S. CONLOGUE, Sec'y.

WITH OKLAHOMA FRIENDS.

SOME of the following things that the press of Guthrie said with regard to the visit of the editor of this paper and the preparations for the approaching convention of the National Editorial Association will be informing to editors and delegates:

(From the Guthrie *State Capital,* Jan. 19th, 1905.)

Benjamin B. Herbert, of Chicago, editor of the NATIONAL PRINTER-JOURNALIST, is in the city, having arrived yesterday. Colonel Herbert may be said to be the father of the present National Editorial Association. He is the publisher now of the official paper of the association, and is preparing an article that will tell the editors of the association what sort of a town they are to meet in next spring.

The National Editorial Association of the United States was organized at New Orleans, La., in 1885, through the efforts of B. B. Herbert, then president of the Minnesota Editorial Association, and at that time the editor and publisher of a daily and weekly paper in that State. At this first meeting, which was held during World's Cotton and Industrial Exposition, eighteen States were represented and Mr. Herbert was elected the first president of the association. In 1886, the convention was held at Cincinnati, O., and twenty-six States were represented. The editors were royally entertained and shown all the industries, attractions and institutions of that city, which even to that date, had not ceased to be called the "Queen City of the West." "Field Marshal" Murat Halstead, and Ex-Governor W. D. Hoard, of Wisconsin, were among the prominent figures present. C. H. Jones, afterwards editor of the St. Louis *Republic,* the New York *World* and the St. Louis *Post-Dispatch,* but then of the Jacksonville, Fla., *Times-Union,* succeeded Mr. Herbert as president. Thus the two distinct sections of the Union were doubly reunited through the medium of the press.

Minnesota and Florida shook hands and an enthusiastic member from one of the Southern States, in a speech of felicitation, declared that had the National Editorial Association existed thirty years earlier, there would never have been a war between the two sections of the Union, as the people would have so understood all the interests, rights and conditions in all sections and been so united through the press of the whole republic, as to have made the war impossible.

Since the Cincinnati meeting, the National Editorial Association has held conventions in every portion of the country, the editors of every State and territory have met, conferred and traveled together, and had presented before them all the peculiar interests and demands, and were shown all the advantages and resources of every region visited. They have investigated in this way, all questions of irrigation, deep water navigation, the isthmian canal, placer mining, transportation and all other matters pertaining to the development and rights, the advantages and resources of all sections and have become the advocates of every worthy cause. They have told their millions of readers in their hundreds of papers throughout the different States, all that they have been shown, have heard and learned from actual views, from addresses by governors of States, United States senators, congressmen, judges, prominent citizens and experts in every region. They were all relied upon as the cornerstone of the great expositions and took the first action with regard to the approaching Lewis and Clark Exposition, at a convention in Portland in 1899.

The association is to come to Oklahoma in June to learn of, and write about, this region, to tell of its advantages and wants, as well as to hold a convention in which to discuss matters pertaining to the newspaper calling. There will be about four hundred actual delegates, each representing twenty-five newspapers, there being one delegate chosen for each twenty-five members of the State and territorial associations. There will probably be, at least, six hundred in the party. The amount of advertising ability possessed by such an organization can be well understood.

The association met in Denver in 1887: San Antonio Texas, 1888, visiting the old City of Mexico; Detroit, 1889; Boston, 1890; St. Paul, 1891; San Francisco, 1892; Chicago, 1893; Asbury Park, N. J., 1894; San Augustine, Fla., 1895; Galveston, Texas, 1896; Denver, 1897; Portland, Ore., 1899; New Orleans, 1900; Buffalo, N. Y., 1901; Hot Springs, Ark., 1902; Omaha, Neb., 1903; St. Louis, 1904.

All parts of the country surrounding the convention cities have been visited and trips made through Mexico and Western Canada. The write-ups of these trips have been very thorough and have proved of the highest interest to newspaper readers. The editors unanimously declare that these

extended descriptions of American travel, with all the matters relating to resources and development, local interest, and the rights involved and the government aid, legislation or encouragement that should be extended, have proved next to local news in the interest manifested therein. What the editor, whom everyone in his local city or community personally knows, has to say from personal travel, observation and investigation, is sought after with avidity. It is certain that every interest of this region, including the rights of statehood, will be enthusiastically set forth by these editors—who, in ninety-nine cases out of a hundred, are the owners of their papers—as well as by the thousands of other members of their respective associations, of whom they are the chosen representatives.

Mr. Herbert is the editor and publisher of the NATIONAL PRINTER-JOURNALIST of Chicago, which is the official paper of the national association and was established in accordance with a resolution of that body at the first Denver meeting in 1887.

For fifteen years and more, Mr. Herbert has made the practice of visiting, in advance, the place chosen for the next convention and of writing and publishing, in his paper, an illustrated article, describing the city, giving illustrations of important buildings, views of local scenery, portraits of State and local officers and the chairmen of local committees, and of all others who are to take part in welcoming and entertaining the association, and whom the editors will want personally to recognize, meet and know. This article is also made to include such interesting and instructive statistics and facts as the editors will desire to know in preparing articles for their own papers, and tends to stir up an interest in and increase that attendance at, the convention. The magazine itself goes to five thousand newspaper offices each month, is printed in the highest style of the modern printing art, on durable book paper, none but the finest of half-tones being used in the illustrations. It is of octavo size, bound in paper covers, and is looked upon as a standard of authority among the newspaper publishers and printers of the United States.

Mr. Herbert's visit to this city is with the view of preparing such an article as indicated, and to aid in, as far as may be desired, local arrangements and to secure the program of entertainments, itineary, etc., for publication in the March issue of the NATIONAL PRINTER-JOURNALISIT.

FOUNDER OF NATIONAL PRESS ASSOCIATION IS IN GUTHRIE.

(From the Guthrie *Daily Leader,* Jan. 19th.)

B. B. Herbert, of Chicago, founder of the National Editorial Association, and its first president of twenty years ago and editor of the NATIONAL PRINTER-JOURNALIST, the organ of the National Press Association, arrived in Guthrie yesterday to confer with F. G. Prouty, national committeeman of the Oklahoma Press Association, in reference to the annual meeting of the National Editorial Association which will be held in Guthrie in 1905.

Owing to the fact that Mr. Prouty will be unable to attend the National Executive Committee meeting which will be held in Indianapolis, Ind., Feb. 7 and 8, which committee will arrange the program for the next meet, he makes the following suggestions to Mr. Herbert:

"That the dates for the annual meeting of 1905 be June 2 and 3. That the morning, afternoon and evening sessions of the second, and also the third day, be held at Brooks' opera house. Also that on the morning of the fourth the side trip be taken to Miller's 101 ranch to enjoy the day at buffalo hunts, Indian war dances and cowboy broncho riding exhibitions, and enjoy a feast of buffalo, jackrabbits and cigars. Also that the special train return to Guthrie on the night of June 4. That special excursions to Portland, Ore., which were promised the National Editors by Committeeman Prouty at the meeting at St. Louis last May, will leave on the morning of June 5, making a stop at Oklahoma City, Tulsa thence to Vinita, then to Dallas, Tex., where a day will be spent as guests of the chamber of commerce, thence to Houston, where a transfer will be made to the Southern Pacific, on which route short stops will be made at different places to Pasadena, Cal., Los Angeles to San Francisco, where an ocean trip will be given. Thence to Portland where three days will be spent viewing the sights of the Lewis & Clark exposition. That the return trip be made by a northern route to Chicago, stopping at points in Montana, Utah and Colorado."

Mr. Prouty suggests that the eastern and southern national delegates and their ladies mobilize at St. Louis and take the Pullman special over the Frisco to Guthrie. And that the western and northern national delegates mobilize at Pueblo, Colo., and take the Pullman special to Guthrie. On account of the inadequate hotel facilities in Guthrie the homes here will be thrown open to the national visitors as well as the hotels and the Pullman coaches will be utilized also. These suggestions made by Mr. Prouty will be presented to the National Committee at Indianapolis next month by Mr. Herbert. In all probability Oklahoma will be represented at that meeting by Frank Greer, president of the Oklahoma Press Association as a proxy of Mr. Prouty.

"Father" Herbert, as he is designated, owing to having been the founder of the organization, expresses himself as being vastly impressed with the grandeur of Oklahoma. He came here to view the territory and describe it in the official paper of the National Association, and he says that he has already seen enough, just being here one day, to write a message to the editors of this country that will make them anxious to come here to the annual convention this year.

It is "Father" Herbert's opinion, being a man of nearly a century old and having seen all kinds of people, that Oklahoma has as fine and intelligent a class of citizens as he has ever seen anywhere. He will report through the columns of his paper that the national delegates to the annual convention will never regret having taken the trip. The unprecedented development of the country, the unparalleled growth and the matchless expansion of civilization in a commonwealth only 16 years in existence will constitute the cardinal features of his story.

Large space in the next number of his paper is to be given over to the cream of the world—Oklahoma—Its vast prairies, its rich farms, its semi-wilderness, its great people and its magnificent hospitality have drawn out extended praises from the hustlers of the press.

"Father" Herbert brings the good news that the newspapers in every state in the union are writing column after column of the possibilities of Oklahoma.

If "Father" Herbert could have his way he would have every editor in the United States visit Guthrie.

BEFORE THE OKLAHOMA LEGISLATURE.

(From Oklahoma *State Capital,* January 21.)

On motion of Mr. Levy, B. B. Herbert, the father of the National Press Association, was called to the speaker's desk and delivered a fine but short address on the resources of Oklahoma and the chances for statehood. He said the people needed much education in developing the territory and in erecting mills and other industrial enterprises.

He advocated the building of schools for children taken from the streets and making men of them. The placing of boys in prison with adult criminals, he considered to be bad policy, and he hoped the bill introduced by Mr. Bone separating young criminals from the adult ones would pass.

VISITS 101 RANCH AND OTHER POINTS.

B. B. Herbert, editor of the NATIONAL PRINTER-JOURNALIST, of Chicago, and founder and first president of the National Editorial Association, returned to Guthrie yesterday from a few days' trip over the territory. He spent Sunday on the 101 ranch at Bliss, which place will be visited by the editorial association the day after the adjournment of their meeting in Guthrie.

Col. Herbert says he was treated royally at the ranch, and was greatly impressed with the beautiful southern home of the Miller brothers and the vast expanse of land controlled by them. Col. Herbert was accompanied by Representative Prouty who is also a member of the National Editorial Association. The plan of the entertainment which will be given the editors at the ranch was fully explained to them. This entertainment is to be in the form of a celebration of the dissolution of tribal relations of the Indians, as a result of the recent separate allotments of land. In connection with this they will celebrate the disappearance of the cowboy from Oklahoma. In preparing for these celebrations J. W. Miller says the Indians and cowboys are already taking an active interest. For these celebrations, which will be held on the same day, Mr. Miller expects to have 2,000 Indians, 500 cowboys, 500 soldiers from the Oklahoma forts, a herd of twenty buffaloes, besides the 30,000 head of cattle which are now on the ranch.

On the day of the entertainment as soon as the excursion trains have arrived, the buffalo chase will be held, and three buffaloes will be killed. The afternoon will be taken up by roping and riding contests. Indian games and sham battles between the soldiers and Indians and cowboys and Indians. About the middle of the afternoon a grand banquet will be laid for the editors at which buffalo meat will be served. Mr. Miller is preparing for 1,000 editorial guests, and expects fully 20,000 persons to witness the day's sport. A rate of two-thirds of one fare plus 50 cents for the round trip has been

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THERE ARE MANY THINGS TO CONSIDER
In type quality Durability, of course, is very important 24

16 A 34 a $2 50 — 12 Point Mission u — C. $1 20 L. C. $1 30

EVER SINCE JOHN GUTTENBERG CAST
His first type every effort has been put forth 23

12 A 26 a $2 75 — 14 Point Mission u — C. $1 35 L. C. $1 40

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10 A 20 a $3 00 — 18 Point Mission u — C. $1 55 L. C. $1 45

ONE THING OF DECIDED
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5 A 8 a $3 40 — 30 Point Mission u — C. $1 95 L. C. $1 45

SHAKESPEARE
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6 A 12 a $3 25 — 24 Point Mission u — C. $1 60 L. C. $1 65

THE ISLE OF DOGS
May strike those who 10

5 A 7 a $4 70 — 36 Point Mission u — C. $2 75 L. C. $1 95

A BROAD FREE OUTLOOK
Clinch the Every Possible Source 69

4 A 5 a $5 25 — 42 Point Mission u — C. $3 35 L. C. $1 90

GRAND OPERA HOUSE
Shun Medieval and Modern 35

4 A 5 a $6 60 — 48 Point Mission u — C. $4 20 L. C. $2 40

THE MORNINGS SUN
Presented in Easy Lines 42

The Mission Series, up to and including the 18-point size, is sold in fonts of 25 pounds and multiples thereof when spaces and quads are included, or in fonts of 20 pounds and multiples thereof when spaces and quads are omitted, at body letter prices, as follows: 6 Point, 64 cents per pound; 8 Point, 52 cents per pound; 10 Point, 46 cents per pound; 12 Point, 42 cents per pound; 14 Point, 40 cents per pound; 18 Point 40 cents per pound. Figures cast en set.

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THE NEW 1905 MODELS will convince you of their rare tone, qualities and artistic worth. Come and hear them, and you will substantiate our claim that they are worth far more than we claim for them. This is one of the things beautiful and tuneful that should enrich the pleasantries of the home circle. You may buy on the installment plan if you prefer. Thirty days' trial.

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"Now from the sixth hour there was darkness over all the land unto the ninth hour."
—Math. XXVII, 45.

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TELEPHONE, MAIN 242

Chicago,_____190

secured from the railroads, and Mr. Miller has advertised all through Kansas, Texas and other states. Numerous prizes have been offered for the contests which will be open to cowboys all over the country. Preparations are being made to accommodate a very large crowd with ease. A general round-up of all the cattle scattered over the 87,000 acres of the ranch will be a feature of the day, the cattle being rounded up in front of the enormous grand stand which will be erected. Mr. Miller expects to spend quite a little time and money on the entertainment, and Mr. Herbert says that without a doubt it will be worth coming thousands of miles to witness as it will probably be the last entertainment of its kind in Oklahoma, celebrating the dissolution of tribal relations of the Indians and the disappearance of the cowboys.

Mr. Herbert has visited Kingfisher, Oklahoma City and other towns of the territory. He returned to Chicago last night and takes with him 22 excellent views of Guthrie, and 18 views of the 101 ranch which together with a descriptive article on both places will appear in his *Journal* in its next issue.

AT INDIANAPOLIS, IND.

From the Indianapolis *Sentinel,* Feb. 7, 1905:

In the lobby this morning was the father of the national association, Benjamin B. Herbert, of Chicago. He started the association in 1885, and has had the satisfaction of seeing it grow until it is one of the largest organizations in point of membership in the country.

Mr. Herbert is publisher of the NATIONAL PRINTER-JOURNALIST, started in Indianapolis years ago, and now one of the substantial publications of Chicago.

From the Indianapolis *Morning Star,* Feb. 8, 1905:

One of the most interesting persons at yesterday's meeting was Benjamin B. Herbert of Chicago, who founded the National Association in 1885. Since that time he has attended every meeting of the executive committee and every national convention.

IN MINNESOTA.

From the Red Wing, Minn., *Daily Republican:*

VETERAN JOURNALIST GREETS OLD FRIENDS.

B. B. HERBERT OF NATIONAL PRINTER-JOURNALIST SPENDS A FEW HOURS IN THE CITY.

B. B. Herbert, editor and publisher of the National Printer-Journalist of Chicago, and the recognized father of the National Editorial Association, is in the city today shaking hands with old-time friends and neighbors.

Mr. Herbert was in the newspaper business in Red Wing years ago and has hosts of friends among the older settlers. For a while he conducted the Advance and in 1877 organized the Red Wing Printing Company and became editor and manager of the *Weekly Republican.* In 1885 he launched the *Daily Republican.* Afterwards he sold out his interests in the newspaper here and in 1888 established the NATIONAL PRINTER-JOURNALIST in Chicago, with which he has been connected ever since.

After giving kindly and hearty greeting to the office force, Mr. Herbert chatted pleasantly with a *Republican* representative for a few moments.

"I've just been up at St. Paul spending a day or two with the boys at the editorial association. Had a splendid time, and although it's only been five years since I was with them I was surprised at the number of new faces. I think there were only about twenty of the old guard that I still recognized. But it was a very successful meeting which was held.

"What do I think of your new state capitol? One of the finest in the country without any question. I think it surpasses the state house at Albany, New York, in architectural beauty, although the latter cost many more millions.

"One thing that has struck me with force the past few weeks. I was down in Kansas week before last at the state editors' meet and met the governor, a forceful man whom I found to be one of the country editors of the state. Then I went to Oklahoma and enjoyed meeting the newspaper boys and found again that the governor was a country editor. Now I have just returned from St. Paul where I met another country editor in control of state affairs. Really it is remarkable how many of the important political positions in the state and nation the boys who run the newspapers in their different communities occupy.

"I attended the meeting of the executive board of the National Editorial Association at Indianapolis last week. It is planned to invade the Southwest this year and the National Association will have a delightful excursion through Oklahoma, Indian Territory, Arizona and New Mexico and then on to Portland, Ore."

Mr. Herbert begins to show the frost of winters in his hair and beard but speaking of growing old he said in his fresh and vigorous way: "I'm not any older than I was some years ago—in my mind. Do you know" continued he, "I attended the Massachusetts Editorial convention a few years ago and had the pleasure of being seated next to the venerable author of 'The Battle Hymn of the Republic.' She told me among other things, of something that happened in 1829. I told her that was before my time. Then her eyes twinkled and she said: 'Don't you know that I'm old enough to be your mother—but I'm not old,' and" said the veteran journalist, " if you could have heard the fine talk she gave and seen her clap her hands time after time in vigorous applause, you would never have believed that Mrs. Julia Ward Howe was 83 years old."

Mr. Herbert left for Chicago this afternoon.

Grumbling is the grit that makes hot boxes on the wheels of enterprise.

As long as we are helping our fallen friends up they are not dragging us down.

WHERE IS H. A. HOUSTON?

BELLEFONTE, PA., Feb. 28, 1905.

B. B. Herbert, Esq., Editor National Printer-Journalist, Chicago, Ill.

MY DEAR MR. HERBERT:—Mr. James Harris, an old friend in this place, would like, if possible, to find out the whereabouts of H. A. Houston, who left Bellefonte in 1858 and went West. The last heard of him was from a town in northern Iowa, where, I think, he was engaged in the newspaper business.

It occurred to me that if you were to mention the matter in your valuable publication with a request for its republication in the rural press of the country, the two old friends might be brought into correspondence again.

With best wishes for yourself and the success of your *Journal* I am, Very fraternally yours,

GEO. R. MEEK.

Sourness is the worst kind of an equipment for an editor, and is very far from being useful in the management of a printing office. There are too many conflicting interests, too many details, too many possible delays and accidents, too many uncertainties, to leave any room, in the mind of him who would, each day, unravel the tangled skein and have order and pleasing, satisfactory results, for anything except good nature, patience and hope.

National Printer-Journalist

A Journal for Printing and Allied Trades

Entered at the Chicago Post-office as Second-class Matter.

BENJAMIN B. HERBERT . . . . . EDITOR

Official Paper of the National Editorial Association.

PUBLISHED MONTHLY BY THE

NATIONAL PRINTER - JOURNALIST COMPANY

OFFICE OF PUBLICATION:

1319 WEST RAVENSWOOD PARK, CHICAGO, ILLINOIS

EASTERN OFFICE:

150 NASSAU STREET, NEW YORK CITY.

WILLIAM E. HERBERT . . . . . Resident Manager, Chicago Office

BENJAMIN S. HERBERT . . . . . Secretary

SUBSCRIPTION RATES:—In the United States, Canada and Mexico, $2.00 per year, in advance; single copies, 20 cents.

Orders for subscriptions will be received by all dealers in printing material in the United States and Canada.

Remittances may be made by draft, money order, or registered letter. Make all remittances free of exchange and payable to the order of the NATIONAL PRINTER-JOURNALIST COMPANY.

FOREIGN SUBSCRIPTIONS:—To Countries within the Postal Union, 10s. 6d.

FOREIGN SUBSCRIPTION AGENTS:—International News Company, Breams Buildings, Chancery Lane, London, E. C.; F. O. Strong, 111 Fleet Street, London, E. C., G. G. Turri & Co., Melbourne, Australia; The India Printers' Agency, 249 Mint St., Madras, India; Successful Advertising Co., Bangalore, India; John Dickinson & Co., Ltd., Cape Town, South Africa.

ADVERTISING RATES PROMPTLY FURNISHED UPON APPLICATION

The NATIONAL PRINTER-JOURNALIST is unequalled as an advertising medium in its field. No attention paid to postal card requests. Information cheerfully furnished to all patrons.

Subscribers and patrons will confer a favor on the National Printer-Journalist Company by sending in the names of responsible newsdealers who do not keep the monthly on sale regularly.

Manuscript sent in for publication must be accompanied by a letter of explanation and return postage.

CHICAGO, APRIL, 1905

Definiteness of aim backed by tenacity of purpose gives success and should characterize the newspaper man above all other qualities. Shilly-shally, aimlessness, hesitation and vascillating soon advertise a newspaper man as not to be depended upon.

Words, however, beautiful, be they dressed in the most elegant rhetoric, without they give facts, tersely and clearly, or news that appeals to human interest, reason or sympathy, are "as sounding brass or a tinkling cymbal."

H. B. Hale, of the *Weekly Gazette* of East Hartford, Conn., gave what he termed, "Our Midwinter Gathering," for the editor and the correspondents of the paper, with a turkey supper and a social time, on Marth 4th, at Hotel Cornish, Galtenbury. These annual banquets have become a regular institution with the *Gazette*. We acknowledge the receipt of a highly-prized invitation to be present, but duties in other parts of the Union prevented an acceptance. It pays to make much of country correspondents, and to hold annual banquets or excursions, get the correspondents together for better acquaintance and closer friendship with the editor and each other; for comparing notes, a better understanding of the work and each other, for breaking bread together, for creating a community of feeling, an *esprit de corps* and for social enjoyment.

King Oscar, of Sweden, who is a broad, practical observant and well-informed man, wise in business as in governing, is reported to have said that, to his way of thinking, an advertisement should be inserted seven times at least. The first time an ad is overlooked or merely glanced at; the second time it is observed; the third, it is read; the fourth, interest is awakened; the fifth, it is considered and talked about; the sixth wins the reader to a feeling that a trial ought to be made and the seventh time results in the sending for samples and purchasing.

There is virtue in changing ads, to give new facts and to urge new arguments, but the subject should not be changed and enough of the first advertisement should be retained, in all of several succeeding ads., to retain and to stamp deeper the first impression. In showing cuts of machines, or specimens of type faces, there should be several repetitions until the readers have formed a thorough knowledge of the desirable features and these have been stamped upon the mind.

There has been, as we believe, too much of rage to change ads just for the sake of the change.

The local paper works for the good of its city and county and has a right to expect, if not to demand, the printing and legal advertising of city and county officials. Notwithstanding this, we would not recommend one of the methods used to secure the same, that was mentioned, as reported, in a paper read before the Illinois Military Tract Press convention.

In his very excellent address, Mr. E. E. Fitch, of the Galva *News*, on "County Printing—How Best to Secure and Handle It, Prices, Etc.," is reported to have said: "'A stuffed club' was also one of the methods which might be employed and which he effectively used at one time when threatened to expose a rotten deal in the county office unless the printing matter came his way. As a result he secured over $200 worth of printing matter." To say nothing about the neglect of a sacred duty owed to his subscribers, to himself and his county, the publisher who would accept a bribe of $200, or of $2,000 worth of printing, for an agreement not "to expose a rotten deal," would lose one of the best business opportunities of a life-time for the making of his paper solid with the best people from whom valuable support is to be expected. As a matter of business policy, aside from all questions of morality, honor and good citizenship, a newspaper publisher should ever remember, as Horace Greeley once wrote to a young newspaper man that the "taxpayers always outnumber the tax eaters"—not only outnumber them but, in influence and in all possibilities for patronage and business, outweigh them a hundred fold. There is nothing that pays a newspaper so well as a deserved reputation for integrity and incorruptibility, for watchfulness and fearlessness as to the interests of the people. No newspaper man need fear any public official who enters into a "rotten deal."

Exposure when office holders do wrong and commendation when they do right will help to keep them honest and will make them the friends of the newspaper. No other three things are so destructive of a newspaper as are cowardice, corruption and subserviency. The paper that has not the fearlessness, the independence and influence, to command the respect and patronage of the county and city officials, travels on very thin and dangerous ice in agreeing not to expose

their misdeeds or neglects of public duty. Public officials need the newspapers much more than the newspapers need the public officials. They cannot afford to refuse support that is due to the press from which a loyal support is a necessity. For sending local work away from home, the newspaper has a perfect right, publicly to call the public official to account.

The Detroit, Michigan, paper, that started out on the plan of free circulation, has failed. It was run on the trading stamp idea and was to be supported entirely by the advertisers. It claimed to start with a guaranteed circulation of 100,000 copies but the trading stamp scheme was discovered to be a last year's chestnut and, after sixty-eight days, the paper gave up the ghost.

The employes of the Montgomery, Alabama, *Advertiser,* after uniting to produce the great annual number of that paper, joined in elaborating and issuing a "Baby" *Advertiser* for the annual banquet. It was filled with pith and point, sense and nonsense, wit and humor. The general manager and editor-in-chief were, for the time, retired and the name of Editor W. W. Screws appeared as "Onlooker" and of Manager F. P. Glass as "Scrutinizer." There was fun throughout the sheet, but of the pure and innocent kind. There was no stooping to vulgarity, no attempt at offensive caricature or anything like rudeness, and the boys showed their love for and loyalty to the heads of the paper in the following and other editorial paragraphs, "Let every day in this new year be as happy as this one for Mayor Screws and Mr. Glass."

In harmony with the teachings of this journal, that a newspaper should always keep up with and a little in advance of the city of its publication and the demands of the citizens, Gomer T. Davies has launched the Concordia *Daily Kansan.* The initial number, printed on March 17th, St. Patrick's Day, which fact ought to insure a blessing—is a very cleanly-printed paper. Mr. Davies states in his announcement that in starting this daily edition of his paper he has "yielded to the importunities of many of the leading business men" of his city and the liberal advertising patronage accorded the first number is pretty substantial proof of the reliability of this statement.

He refers to a promise "to keep in the fore front of newspaper work while engaged in it," and hopes for success through "hard work and honest effort to make the paper worthy of patronage and the esteem of the people of the city and county." He further adds:

"No one ever guesses, or conjectures, whether or not the editor of the *Kansan* will take sides on a matter of public concern—they know he will.

"The *Daily Kansan* will sing the praises of Concordia, all the time—in season and out of season. If you want to join the procession of boosters for a Greater Concordia, you cannot do better than give a boost to the Concordia *Daily Kansan.*"

These are good, sound ideas for a newspaper maker. A newspaper man should always be sufficiently informed and sufficiently alive and sufficiently bold always to choose a side, and the right side, on every matter of public concern and fearlessly to stand ever for the public's best interests. He should also ever recognize his duty to exalt all that is worthy or commendable in his city or county and, by proper exploitation of opportunities and advantages, just praise and encouragement, strive for development, improvement, better conditions and constant advancement. He should, as earnestly, work for the righting of wrongs, the removal of retarding injurious obstacles or hindrances to the healthy progress and for correcting of abuses. He should, like the loving, sympathetic, well-equipped family physician in the families under his charge, carefully and patiently study his community and guard its business, industrial, intellectual and moral health, strive to ward off threatening disease and death in every branch and member of the body politic and to cure existing ills. He should study the pulse, the temper, the strength and weaknesses so as intelligently to recommend a proper regime and needed remedies. He should ever acknowledge the necessity of, and his obligations for support, but should feel entire confidence that this support will come, if deserved. This should make him bold in the conduct of his paper, according to the best and highest standards. The contents should be the first care, but the appearance of the paper should not be neglected. Good composition, good paper, good ink, good press work and good make-up should not be considered among things unimportant. The Daily Kansan is up to a high standard, except as to make-up.

A paper is taken first, for the reading matter that it contains, and this should be given the greatest prominence. The advertising value of the paper depends upon its entire acceptableness to readers, the impression that it makes upon them. It should never have the suggestion of being merely an advertising handbill. For this reason the first page of the paper should be given up entirely to reading matter. The copy of the *Daily Kansan,* before us, is marred by a large quarter-page display advertisement across the top of the first page and eighth page, and in the lower right-hand corner of the same page. This is not allowable in any up-to-date paper and can but prove hurtful. It is no advantage to the advertiser who is seeking the good will of the readers of the paper just as much as is the publisher. The other pages, and especially the editorial page are marred in like manner. Ads should be kept in separate columns or in separate pages from the reading matter. We frequently see the expressive but homely motto: "Don't Butt In," over the desks of business men. It is very exasperating, as well as ill-mannered and hurtful to a man's own prospect for consideration or business, "to butt in," when the one whose attention is sought is engaged with others. It is wise to wait until attention can be willingly secured. The same principle applies alike to advertising in newspapers. There is nothing like consideration for those whose favors are sought, nothing like politeness in securing business. We know from experience, that, in starting a new paper, the publisher is naturally nervous, anxious to get advertising and timid about denying any request that is made for position. In our first year in publishing a newspaper, we yielded to an advertiser who would take no other place than a square, two columns in width, and the same in depth, right in the center of the local page. He paid an extra price but the result showed that the position did not help the advertiser in the least and injured the paper. Be as jealous of your paper's orderly appearance as you are of its contents. Advertisers will soon learn that the popularity of the paper is of more value to them than is any abnormal, unsightly position therein.

BREAKING A TEAM OF BUFFALOS FOR ENTFRTAINMENT OF THE EDITORS.

AN EXCITING EXPERIMENT THAT RESULTS IN THE SUICIDE OF ONE BUFFALO, WORTH $500.

IT is seldom that the NATIONAL PRINTER-JOURNALIST has an opportunity to indulge in stories about animals but the following (from the Kansas City *Star*, Jan. 24th), has an interest connected with arrangements for entertaining the representatives of some ten thousand newspapers that makes its publication here appropriate:

In casting about for novelties to entertain the delegates to the National Editorial Association, who will spend a day on Ranch "101" next summer, "Joe" Miller, president of the ranch company, found one which he believes would be a lively attraction. The preliminary steps of his discovery cost him $500, and the cost may be greater before he has finished.

Ranch "101" has a small herd of buffaloes, purchased at the Goodnight ranch in the Texas Panhandle. Miller decided to break two young buffalo bulls for driving purposes, believing that a ride behind two buffalo roadsters would delight the visiting editors. Miller began his buffalo "busting" one Sunday not long ago, and nearly every cowboy on the ranch joined in the sport. Two expert "ropers" saddled their ponies and started in pursuit of two young bulls that were grazing in a nearby pasture. Both bulls were wild, and galloped away at full speed when the cowboys appeared, swinging their lariats. Over and among the low sand hills of the Salt Fork of the Arkansas they raced, the buffaloes turning and dodging to escape their pursuers. The day was cold, but the high speed of the cow ponies told on the buffaloes, and their black tongues protruded further and further from their mouths.

ROPED ONE BUFFALO.

One of the bulls was roped around his neck. Being stronger than a steer, he dragged the pony with him, though the pony furrowed the sand with his feet. Then with eyes flaming like two coals and his tail erect, he gave a bellow, and charged the pony, which cleverly dodged the onslaught. Another cowboy threw a lariat over the buffalo's horns and the horsemen were safe, as they could hold the buffalo between them.

When the buffalo was drawn up in front of the cook "shack," there were shouts for "Dutch," the cook, to ride him. The buffalo stood pawing the earth and shaking his mane. "Dutch" could not bear the jibes of the cowboys, who swore that he was afraid to tackle the buffalo bareback. "Dutch" shed his long apron, and crouched for a spring upon the buffalo's shaggy back. His first approach brought a surprising demonstration of the kicking ability of a buffalo, which launched one of its hind feet seemingly a good ten feet, and narrowly missed the rubicund face of the cook, who retreated and began fiddling for a safe opening. The longer he hesitated, the less sanguine he became, and finally stood jumping up and down in his uncertainty while the cowboys shouted in derision.

White Buffalo, a Sioux Indian, the best and pluckiest horseman on the ranch, pushed "Dutch" aside, sprang upon the buffalo, waved his hat and dismounted almost before the buffalo knew what had happened. This restored the cook's confidence and a moment later, with both hands deep in the buffalo's mane, he was careering across the prairie, with the frightened buffalo running at full speed. "Dutch" could not be shaken from his seat, to the grief of the cowboys who had hoped that he would be thrown.

The prediction was made that the buffalo could not be tamed to drive. "Buffalo" Jones, now a game keeper in Yellowstone park, in the early '90s, owned a large herd near Garden City, Kas., and killed a number in attempts to tame them. Jones declared that when too greatly enraged, a buffalo seemed able to die of its own volition. It would stiffen its limbs, and in a moment or two, fall dead. Miller would not listen to warning, and said that he would have a driving team if he used up every buffalo on his ranch.

PUT BOTH TO A WAGON.

Another buffalo was roped, and the two were fastened by their heads securely to a stout corral. There was much bellowing and pawing of dirt, as the buffalo were harnessed. Bridles were slipped over their heads, and harness thrown from a safe distance onto their backs. The tongue of a heavy freight wagon was shoved between them and fixed into the neckyoke. The traces were fastened to the singletrees with a long hooked iron rod. A lariat was fastened around the horns of each buffalo, and held by mounted cowboys, to prevent a general smashup in a stampede.

Once securely harnessed, the buffaloes were turned loose. They broke, mad and bellowing for the open prairie, the wagon filled with reckless cowboys, who fired their pistols to increase the speed of the lumbering team. The buffaloes tried repeatedly to turn upon each other and fight, but were held apart by the mounted cowboys. As the buffaloes grew wearied, their sped decreased, but their rage grew more furious. Finally, they balked, and trouble began in earnest. The larger bull dropped to his knee, with his forehead in the dust. Prodding did not move him. Then he rolled over on his side and glared with red eyes at his tormentors. The other bull turned sidewise and tried to break loose from his harness. A cowboy attempted to unfasten the traces. The bull charged, cornering the cowboy between the wagon tongue and the wagon box. With an ugly toss of his head, the bull grazed the cowboy's ribs with a sharp horn, and the cowboy fell backwards across the tongue and rolled over the other buffalo to the ground. An inch nearer, and the buffalo might have killed him.

Remembering the experience of "Buffalo" Jones, the prostrate buffalo was unhitched, "tailed" to his feet and led toward the corral. When near the corral the buffalo lowered its head and charged with its full strength against a heavy corral post. The shock was terrific and blood burst from the animal's nostrils. Three times the buffalo charged like a battering ram before the cowboys could tighten their ropes.

The animal was worth easily $500 and Miller decided to confine it in a box stall in the ranch stable till its anger had cooled. When the buffalo was drawn with ropes into the stall it fastened both horns under the feed box, stiffened its legs in a desperate attempt to tear loose the timbers, and remained in this attitude for possibly ten seconds. Then it relaxed as if struck in a vital spot, fell to the ground and was dead with scarcely a struggle.

"I'll have a buffalo team if I have to buy every buffalo in the country," said Miller. "I'll bet they can be trained to drive, just the same as a steer or a horse. The trouble is we are not on to the curves of buffalo 'busting,' but we'll learn."

Next day the other bull was roped again and hitched to a buggy. The Ponca Indians had heard of what was going on and came in numbers to see the fun. In the days when the plains were covered with buffaloes no Ponca ever tried to tame one, and they shook their heads and chattered among themselves, believing that Miller was attempting the impossible. By careful handling, to avoid angering the buffalo too greatly, he was driven short distances. An Indian climbed into the buggy with Miller, and other Ponca men and women slapped their sides and laughed at the sight. This buffalo survived the drive, but left Miller uncertain as to whether or not, without spending a small fortune, he will be able to drive a buffalo team along the highways of Oklahoma next summer. In a letter to Miller, Charles Goodnight said that he believed it possible to tame a buffalo to drive, if one with the right temperament can be found, but the losses in experiment would be too great to make the undertaking profitable.

AN EDITOR'S PRAYER FOR TODAY.

Above all, that I may not be a coward: That I may have courage—courage to be unmoved by the uncertainties of life, and without dread of loss, whether of friends, of health or of fortune. That I may come with a firm and tranquil mind to the work of this day, fearing nothing—ready to meet bravely failure or deprivation.

That I may bring to the day's efforts good humor and a cheerful regard for all with whom I may come into contact. That I may not judge others hastily or with bitterness.

That I may not be grasping, but content with a fair share of this world's goods, willing to let others have theirs. That I may be diligent in the performance of duties and cheerful in manner. That I may be earnest in pursuit of the right.

That I may stand with open mind ready to receive the truth in small affairs and in large—whether in learning new and better methods, or in receiving that philosophy necessary to a brave, tranquil, well poised, well-harmonized life.—John Brisben Walker.

EDITORIAL NOTES AND POINTS

BY BENJAMIN B. HERBERT, CHICAGO, ILL.

THE Mansfield, Ohio, *Daily News,* recently published a certificate of examination of the Advertisers' Bureau of Circulation Examinations, showing the proved circulation of the *News* to have been 4,360 daily, during the year past. Few dailies in any city of the size of Mansfield can make so satisfactory a showing, but then Past President Cappellar and associates have gained a national reputation for doing things and keeping expectation and interest on tiptoe. They are in living, daily sympathy with the people, inaugurators and leaders in enterprises for their entertainment or benefit.

The "Oil Edition" of the Paoli, Kansas, *Record* showed the enterprise and the wonderful wealth of that region in petroleum. Kansas evidently has something worth fighting to keep for the benefit of her own citizens.

The Milford, Ill., *Herald* office burned out and the editor, in referring to the loss, said, with pathos and still with the genuine optimism and hopefulness of a true newspaper man:

After one becomes associated with objects for years, even though they be inanimate, they become a part of his very existence. To labor twenty years or more to accumulate these things and have them swept from you within an hour's time seems hard. Money will replace a part of these things, but time alone will only tell how highly prized many of them were to us. As the smoke clears away and we once again begin to get our bearings we find we have many things for which to be thankful. We have *The Herald* and its past good record. We have our health, we have a strong mind and willing hands and the most loyal friends that God has put breath into. They not only come single but in pairs, by threes, yea, even by the score and not only offer their sympathy but their assistance. If we had nothing left from our ruins the assurance of these friends that our efforts have been so highly appreciated would be sufficient to know that we have not lived and labored in vain.

The office was insured for only about one-third of its value, but there was no thought of giving up the publication. Other, nearby, newspapers came promptly to the aid of their brother publisher and not an issue was missed. Since the fire the *Herald* has bought the Milford *Leader,* its only rival, so that what seemed a disaster may prove a gain, as it was felt by the business men that there was not room or need for two papers. It is sometimes said that there can never be too much of a good thing, but there can be too many newspapers where there is not the means for their suitable support. One good, representative newspaper is better for a community than two poor publications. Trusts may be hurtful, but a combination of newspapers is frequently wise, and beneficial to all concerned. There is great unwisdom in supposing that a village or a city can or will welcome and give support to all the papers that may be started, and a division of what can be bestowed means starvation to each and a final survival of the stronger; still, men who ought to know better will rush into an attempt to establish a new publication where the field is already well filled or overcrowded, with the result that more money in proportion to the amounts invested is sunk in newspaper publishing than in any other branch of business.

The Brooklyn *Eagle* serves the public in many ways. One way is through an Information Bureau, and another way is through greeting new settlers in the city with a kindly-worded letter of welcome and proffered service, then by a personal call upon the lady of the newly-arrived family by a lady representative of the paper with such information and kindly proffer of services as are needed by the newcomer to the community. While making itself useful outside of the paper, in scores of ways to individuals and the general public, it does not neglect its own employes, but affords not only reading room and library for them, but instruction in newspaper work and by a course of lectures. Recently, as one lecture in a course pertaining to the calling, the famed advertising expert, Manly L. Gillam, delivered an address before the *Eagle's* advertising employes in the "Information Bureau." Mr. Gillam, who is now the business adviser of the New York *Herald,* talked on:

"Some of the First Principles and Necessary Qualifications in a Young Man to Make a Successful Canvasser—Style, Appearance, Habits, etc."

Mr. Gillam said he would relate some of his personal experiences and try to draw from them some lesson that might inspire the young men, not necessarily to do more careful work, but to make them feel that any work is honorable and that the better it is done the better it would be to the young men themselves and to their employers.

"Style, appearance, habits, etc.," repeated Mr. Gillam. "To my mind, the etcetera is the principal part of it. Style is something; appearance is something, but there is a great deal more than style and appearance. I believe that a deeper and broader principle is earnestness, for I believe that the man or woman who succeeds best is the one who is earnest in all that he or she may do. The man who watches for the bell to ring, who counts the hours and waits for pay-day to come is not the man who succeeds."

H. F. Cochrane, editor of the Hartford, Michigan, *Day Spring,* died at his home in that city on February 23d. He was born April 17, 1836, at Mathuen, Mass., and was a graduate of Union College, Schenectady, N. Y. The ministerial profession was his chosen calling but bronchial troubles rendered a change necessary and, in 1861, he became assistant city editor of the Philadelphia *Evening Journal.* In 1873 he founded the Mt. Pleasant, Pa., *Journal* and afterwards purchased and published the Dowington, Pa., *Independent.* In 1875 he moved to Petersburg, Ill., and assumed control of the Menard County *Times.* He later followed newspaper work in Detroit and Ypsilanti, Michigan. In 1898 he assumed control of the *Day Spring* and was associated with one of his sons in the editing and pub-

lishing of that paper at the time of his death. He died from chronic bronchial trouble, from which he had suffered for over forty years, the disease having assumed, at last, an aggravated form. He stood high in his state as a writer and it is said of him:

As a writer Mr. Cochrane's work was always characterized by the graphic beauty of the language, justness and vigor of the thought, pathos of the expression, and loftiness of the sentiment displayed—qualities which always gave to his publications a marked individuality.

In private life he won the love and confidence of those who knew him best, and the respect and esteem of all. No one could appreciate his geniality, his thoroughly manly character, his unwearied industry, his persistent energy in the struggles of life without honoring and esteeming him.

These are the high and worthy endowments of a true editor, whose life work is to serve his fellowmen in a very broad and useful field. Beauty of language, justness and vigor of thought, feeling or sympathy in expression and lofty ideals or sentiment are the essential qualifications of every successful, worthy newspaper editor.

Bartham Lewis says, in *Business Men's Magazine:*

"A man should be ashamed to put his name to an advertisement that he would not be willing to read before a mixed assemblage of his peers, as an example of what he is capable of thinking and capable of writing."

How about printing an advertisement in one's paper, that goes into the best families, an advertisement that he would be ashamed to read to any one?

No other man is more wisely anxious, even from the standpoint of business wisdom, to give every one a "square deal" than is the editor or publisher of a newspaper. It pays, also, ever to give a customer "a square deal" in the printing office.

Write yourself, your whole heart, soul and life, into your newspaper but yet be sure that there is nothing in that self of which to be ashamed. A newspaper must have individuality and character and it is the responsible editor's brain and heart that gives character as well in the news as in the editorial columns.

Past President P. V. Collins some time since purchased for the P. V. Collins Publishing Co. *The Home Magazine* with the name, goodwill and other franchises, and his company has since conducted and published the same. Finding that parties in Pittsburg, Pa., proposed issuing a publication under the same name he immediately informed these parties that this would be an infringment of property rights in the name and goodwill of his paper and should they persist in their design that suit would be brought. The Pittsburg parties disregarded the warning and issued the magazine. Mr. Collins at once commenced an action in the U. S. Court at Pittsburg and an injunction was granted that will be made permanent. In commenting on the decision in the *Northwestern Agriculturist,* Editor Collins justly says:

There is no more reason for taking a publication's title, by which it has been known for years, than there is for stealing a horse or any other valuable property. It requires thousands of dollars of loss or investment in "good will" before any new publication begins to make a profit. Our predecessors swore that the name, "The Home Magazine" represents an investment of $200,000 in building up the business to its present profitable basis, and it certainly behooves the present owners to defend it from infringement, and it will be the policy of the P. V. Collins Publishing Co. to so protect the title at all hazards. There will be no more issues of "The Home Magazine" in Pittsburg.

If it is asked with regard to a successful publication, "What is in a name?" it may be answered that there are very many thousands of dollars in a name—thousands of dollars of actual expenditure besides years of patient toil and waiting. A publication must grow, like a great oak; it must have care and watching over; cultivation, watering and pruning like a tree of the orchard that is to bear choice fruit. After the tree has been brought to perfection, no one has a right to steal it, or its fruit, or the particular name by which the new tree and its new and valuable variety of fruit is known. A name may be copyrighted but whether copyrighted or not, courts have always held that there is a property right in a name that has been adopted, exclusively used and made valuable. No one can go into a city, county or state and steal the name of another established paper.

Mr. Robert Mitchell Floyd of Boston, Mass., is doing a valuable work with his paper, the *Trade Press List,* devoted to trade papers. The *Journalist* of New York,— Mr. Foreman's paper, now in its thirty-sixth volume, had, February 4th, an interesting article on Mr. Floyd and his work, contributed by Mr. Aaron C. Dowse. The article, which is illustrated with portrait of Mr. and Mrs. Floyd, justly says:

Within the last year or two the conscientious active work that has been done by Robert Mitchell Floyd in championing the cause of the trade press of the world has brought him honors and recognition in every conceivable way and to-day his *Trade Press List* is the recognized organ of that class of journalism that for so long was not equitably recognized by the general press. The work that has been done by Editor Floyd is far-reaching, echoes of it coming from the Orient, the Indies, the Latin countries, Europe and the vast United States.

Mrs. Floyd is herself a most clever and acceptable writer of poetry and fiction, and Mr. Floyd is a member of an ever-ready worker, a most useful and active member of and in many editorial and other associations and clubs.

CONNECTICUT BANQUET SPEECHES.

William Green, of New York, chairman of the executive committee of the United Typothetae of America, said during his discourse: "I think the labor union has been a necessary addition to our business. If the proprietors would organize the same as the men do and do the right thing, I think there would be no trouble. We haven't always agreed with them, but in 99 cases out of 100 we have reached an agreement with the union. There would be less trouble if the members of the typothetae would attend the meetings more regularly and if you would settle all difficulties through your body with the unions you would find less trouble."

John Clyde Oswald, of New York, of the Oswald Publishing Company, was the next speaker. He related experience in the management of a country newspaper under difficulties. He told several amusing incidents in his career as an editor and publisher.

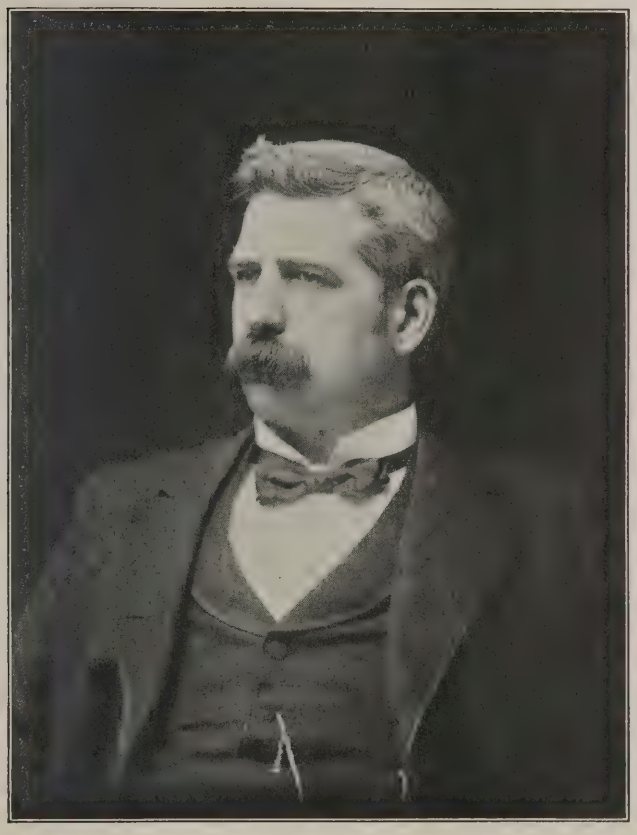
John MacIntyre, secretary of the U. T. A., said in part: "To the members of the organization there is much to be learned by attending the regular meetings. The attitude of the organization has been largely misunderstood. The employer is frequently confronted with demands absolutely unjust. I believe the national officers of your organization are doing more thinking today than the officers of any other organization. I handed to the president of your organization a most practical agreement for employer and employe, which I think is one of the best if not the best agreements ever drawn up."

The next speaker introduced was Prof. Henry W. Farnam, of Yale University. He said: "The printers seem to form a union with the university student. This organization distinctly recognizes its neighbors and aims to make its employes good citizens. This object, I believe, is of great importance to the organization."

The New President of the Minnesota Editorial Association.

The members of the Minnesota Editorial Association conferred a deserved honor, and honored themselves as well, in electing, at their recent session, William Cowan Whiteman as their president for the ensuing year. He was born in Cincinnati, Ohio, Aug. 22, 1855, but was a young pioneer in Minnesota, moving to that State with his father, Dr. Russell Whiteman, in 1857. The family settled in Meeker county and were refugees from the Indians in 1862. The family lived on an island in Cedar Lake, Meeker county, for six weeks—all their neighbors having been massacred. Mrs. M. B. Victor, the novelist, wrote a thrilling tale entitled, "Tragic Fate of Dr. Whiteman and Family."

Mr. W. C. Whiteman became the editor of the Anoka *Sun and Republican* in 1876, at 21 years of age, and was the youngest member of the State Editorial Association in that year. In



WILLIAM COWAN WHITEMAN

1879 he established the *Herald* at Herman, and later engaged in daily journalism in Stillwater as city editor of the *Daily Sun.* In 1881 he became news editor of the Minneapolis *Journal,* and later managing editor of that paper. When the somewhat famous Blethen-Haskell dynasty gained control of the *Journal,* Mr. Whiteman went with Maj. Geo. K. Shaw, to St. Paul, and when Mr. Shaw purchased the St. Paul *Dispatch* became its managing editor. Later he became night editor of the St. Paul *Globe,* when failing health compelled him to abandon daily journalism. He then purchased the Big Stone County Herald at Ortonville, Minnesota. This was in 1886, and the next year bought the Ortonville North Star, giving the consolidated paper the name Ortonville *Herald Star,* which he has published continuously ever since. Mr. Whiteman has been an active member of the Minnesota Editorial Association for more than twenty-six years and is deeply interested in the welfare and success of Minnesota publishers.

The editor of the NATIONAL PRINTER-JOURNALIST had the pleasure of close acquaintance with now President Whiteman, in the early eighties, and of occupying an office with him for a time in St. Paul, while he was looking after the St. Paul department of the Minneapolis *Journal.* The closest association strengthened a well-founded respect for the man. He is upright, honorable and earnest, a clean, industrious, high-minded newspaper man. He is rather modest and retiring in disposition, but is pure gold all through—one of nature's noblemen, and he will make a worthy and useful executive and leave the position at the close of his term with increased troops of friends among the newspaper makers of the North Star State. The more he is known the better he is liked.

The Wisconsin Press Association.

The Wisconsin State Press Association is the oldest organization of the kind in the United States but has only gained vigor by age. Its recent meeting in Madison, notwithstanding the bitter cold weather prevailing at the time, was one of the most successful in its history and the editor of this paper greatly regrets that, owing to numerous other engagements, he was prevented from accepting the invitation of National Committeeman, H. M. Youmans, to be present on the occasion. Mr. Youmans, in his paper, the Waukesha *Freeman,* gives the following interesting outline of the proceedings:

Editors to the number of a hundred or more, many accompanied by their wives and daughters, attended the annual business meeting of the Wisconsin Press Associaton. The president, Frank E. Noyes, of Marinette, and Fred T. Yates, secretary, of Washburn, had arranged an excellent program, and this coupled with the hospitality of the citizens of Madison, who form the Forty Thousand Club and supplemented the convention proceedings with a banquet given in honor of the visiting editors and legislators, formed a very agreeable and pleasing whole. In fact there has seldom been a winter meeting of the association that was more productive of pleasure and profit to the members than this one. The papers and discussions at the several sessions were noteworthy for their interest and in several instances were marked for ability and real value to publishers and editors. For instance, President Van Hise of the State University in an address designed to show the relations of the state press to the State University, gave some very pleasing parallels and contributed a great deal of valuable information respecting the past accomplishments, present work and prospective development of Wisconsin's great university.

Without invidious distinctions also the paper of C. S. Cross of Stoughton, might be mentioned as one of the brightest and best ever read before the association. Its title was "Collecting Subscriptions," and under this title of commonplace sound, he brought out points unique and bristling with humor and sense in just the proper proportions to make his paper a gem among its kind.

Col. J. A. Watrous read a remarkably interesting paper on the Growth and Possibilities of Journalism in the Philippines. Other good papers were presented by Messrs. M. P. Rindlaub, of Platteville; F. E. Andrews, of Bloomer; J. B. Bloom, of Neenah; and F. W. Coon, of Edgerton.

THE CITIZENS' BANQUET.

The banquet given the editors and legislators was a fine affair. It was held in the university gymnasium building; over seven hundred persons participated. Good management characterized every feature of the affair and the Forty Thousand Club has the gratitude of all. Ex-Senator W. F. Vilas

served as toastmaster and the speakers were Gov. La Follette, President C. R. Van Hise, ex-Gov. Hoard, Prof. Freeman, J. G. Donnelly and Senator Whitehead.

GOV. AND MRS. LA FOLLETTE RECEIVE.

On Tuesday evening preceding the convention Gov. and Mrs. La Follette gave a reception at which many of the newspaper representatives took the occasion to pay their respects.

THE UNIVERSITY VISIT.

Thursday afternoon most of the visiting editors and their wives and daughters were shown about the university grounds and buildings, and were caused to more fully appreciate this great educational institution than ever before. President Van Hise is doing some very effective work in securing a closer relation between the university and the press of Wisconsin than has heretofore prevailed, and he made a distinct hit on the occasion of the convention last week.

THE OFFICERS ELECTED.

The following officers were elected for the ensuing year:

Judge Emil Baensch of Manitowoc, former lieutenant governor, was elected president to succeed Frank E. Noyes, of Marinette, Fred T. Yates, of Washburn and Mrs. M. P. Rindlaub, of Platteville were respectively re-elected secretary and treasurer. The vice-presidents elected were: First congressional district, Edward Malone, Waterford; Second, C. L. Hubbs, Lake Mills; Third, O. G. Munson, Viroqua; Fourth, M. C. Douglas, Milwaukee; Fifth, C. W Fraser, Menomonee Falls; Sixth, H. W. Bolens, Port Washington; Seventh, George A. Markham, Independence; Eighth, C. H. Slocum, Omro; Ninth, H. W. Meyer, Appleton; Tenth, F. L. Berner, Antigo; Eleventh, Charles Lowater, Spring Valley. The following executive committee was chosen: R. W. Cheever, Clinton; O. G. Munson, Viroqua; O. S. Roessler, Jefferson; F. E. Andrews, Bloomer.

The Wisconsin Press Association is the oldest in the United States and is among the best.

JOHN M. S. HUNTER, Deceased.

OLD TOWN, MAINE, March 20, 1905.

Bro. B. B. Herbert,
National Printer-Journalist.

DEAR SIR:—It is with genuine sorrow and regret that I am sending you a copy of the Kennebec *Journal,* of Augusta, Maine, containing the notice of the death of John M. S. Hunter, of Farmington, Maine, *Chronicle,* who has been a delegate to the National Editorial Association conventions consecutively since the 1893 meeting in Chicago, and was always present with his wife and daughter, Miss Mabel E. Hunter, and would probably have gone to Oklahoma. He always wrote extended articles of his trips, and no man in the newspaper business in Maine was better known or more universally respected by the fraternity, friends, neighbors and subscribers. I think you knew him sufficiently well to supplement the notice I am sending with a worthy tribute for the PRINTER-JOURNALIST.

It was Mr. Hunter who called me to go to the assistance of your son when near drowning while in swimming in the lake at Council Bluffs, Iowa.

The funeral of Mr. Hunter is to be held Wednesday p. m., March 22. Hastily,

Yours truly,
C. W. ROBBINS.

The above letter reached the office of the NATIONAL PRINTER-JOURNALIST just as the last forms of the April issue were being prepared for the press. Mr. Hunter was one among the most highly esteemed members of the National Editorial Association and we esteemed him very highly as a man, an editor and a friend. He was of noble mind and even temperment, true, tried and reliable. He always prized, very highly, his associates in the Association conventions, the proceedings and and the excursions and the companionship of his fellow workers, in the calling, that these afforded. Time is too short now to prepare a suitable tribute for this issue, but the report of the Necrology Committee of the Association, to be made at the approaching convention in Guthrie, will present a proper memorial to the deceased that will appear in full in these pages. The article referred to in Mr. Robbins' letter, as appearing in the Kennebeck *Journal,* gives the following brief account of Mr. Hunter's active and useful life and his much mourned death:

John Minot Soule Hunter, proprietor of the Farmington *Chronicle,* and one of the best known men in Franklin county, died at his home in Farmington, Saturday, March 18, from heart trouble, with which he had been greatly troubled for a number of years. The malady had grown upon him until all of his friends as well as Mr. Hunter himself was fully prepared for the end. Mr. Hunter was born in Farmington, Dec. 14, 1846. He secured his education in the common schools of the town and in the old Farmington Academy.

While a school boy he began his newspaper education by being a carrier of the Farmington *Chronicle,* under L. N. Prescott, during the years 1858, '59 and '60. In September, 1867, he again entered the *Chronicle* office, where he finished learning the trade of a printer which he had partially picked up during his carrier boy days.

In 1869 he went to Fort Erie, Ont., with Mr. A. C. Phillips, the then proprietor of the *Chronicle,* who had been appointed consul, to act as his deputy. On a visit at home, two years later, he received an advantageous offer to become foreman in the office of the *Chronicle* again and resigned his consular position. Mr. Hunter remained as foreman during the term of service of Major Davis, later years as editor and then stayed with Capt. Keyes until 1877. For a number of years he had acted as correspondent for the Boston *Journal* and the Portland *Press,* and in June, 1877, he was called to Portland and given the position of foreman of the *Press* office, being promoted to the position of telegraph editor in 1884. Two years later he was called back to Farmington to assume the management of the *Chronicle.*

Mr. Hunter had scarcely become settled when the great fire of Farmington swept away his entire plant and his home as well, but he soon recovered and builded even better than before. In 1889 Mr. Hunter bought out Capt. Keyes' interests in the paper and from that time until his death, he was the sole proprietor of the prosperous paper. Mr. Hunter had been for some years the Farmington correspondent of the Associated Press.

He was married Dec. 14, 1874, to Eldora Nichols, daughter of Mr. and Mrs. Walter Nichols, formerly of North Searsport.

Mr. Hunter was a prominent member of the Masonic fraternity, being a member of Maine lodge, No. 20; Franklin Royal Arch Chapter; Jeptha Council, R. and S. M., and Pilgrim Commandery, all of Farmington; of the Scottish Rite bodies in Lewiston, and the Maine Consistory. He had been district deputy in the 15th district, but from ill-health he resigned only a short time ago. Mr. Hunter was also a member of Kora Temple, N. O. M. S., of Bath.

Mr. Hunter was a member of the board of trustees of the Maine Soldiers' Orphans home at Bath and was several times a secretary of the Republican State conventions. Mr. Hunter was a prominent member of the Maine Press Association and was an ex-president of that body, and nowhere will he be more sincerely mourned than in the ranks of that body.

In harmony with the idea frequently enforced in these pages, of keeping up with the interests of the people as to the events, days and anniversaries, we notice that *The Enterprise,* of Big Springs, Texas, run its head and *The Advocate,* of Laurel, Kansas, ran its entire edition in green in honor of St. Patrick's day. These, by the way, are two excellently-printed, up-to-date papers. Most of our newspapers had something appropriate the day of the great Irish Saint, and it was a compliment to the impression that the American citizens of Irish birth or ancestry have made upon all the dwellers in this land of the free. We know of no other saint or patriot of any other land whose day is so recognized and honored in America.

The National Editorial Association, Itinerary and Program.

TRIP THROUGH OKLAHOMA—ENTERTAINMENT AT 101 RANCH—EXCURSION TO HOUSTON, SAN ANTONIO AND EL PASO, TEXAS, LOS ANGELES AND SAN FRANCISCO, CAL., AND PORTLAND, ORE., WITH SIDE TRIPS AND ENTERTAINMENTS ON THE WAY.

JOHNSTOWN, OHIO, March 20, 1905.

B. B. Herbert, Chicago, Ill.

DEAR MR. HERBERT:—I am glad to comply with your request for information relating to the approaching Guthrie convention, for the April number of the NATIONAL PRINTER-JOURNALIST, but regret that all of the details have not yet been definitely determined or arranged.

Permit me first, however, to inform the officers and delegates that satisfactory arrangements have been made with the transportation companies for a side trip to California and Portland following the convention. This, I am quite sure, will be pleasing information to the many delegates anxious for a trip to the coast.

It seems to me at this time that it will be advisable to make the convention days one day later than was determined at the Indianapolis meeting, or June 7, 8 and 9, because of the fact that the 101 Ranch entertainment, it is found, cannot be given on any other day than June 11th. I have referred this change in date to the President and others and same will be fully determined and correct dates given in "little book." Assuming that the dates will be changed, we will rendezvous in St. Louis Tuesday, June 6th, leaving that p. m. for Guthrie, arriving there the a. m. of the 7th; that afternoon and evening will be devoted to the preliminary proceedings, reception, etc., leaving the 7th and 8th exclusively for the program and business of the convention. The 10th will be given up to excursion purposes in the territory and the 11th spent at the famous 101 Ranch where great preparations are being made for our amusement and entertainment. This will far surpass the day passed at Calgary. The party will leave that night for Texas. Our good Texas brethren are anxious to again show us true Texas hospitality. Stops will be made at Dallas, Houston, San Antonio and El Paso, where our pleasure will be well looked after. Those of the party who do not wish to take the trip to California may take in the Texas excursion and return to their homes, while those who wish to visit the coast will continue on to Los Angeles. The California itinerary is not yet fully made up but will include stops at numerous noted resorts in southern California. The trip to San Francisco will be made via the new Coast Line of the Southern Pacific. The California Promotion Committee is looking well after our reception and entertainment. At San Francisco the party will quite likely be divided; those who wish may go to Portland by the Shasta route, or you can make a quick run home by the Santa Fe, or run to Salt Lake City and make stops at Denver and other Colorado points. The Portland contingent will also return by Salt Lake City and the Colorado route. The number of days required to make the trip is not definitely figured out as yet, but it will doubtless take about thirty days for those who go to Portland. If you cut out the Portland trip it will be shortened five or six days. These arrangements can not be finally made until the pleasure of the party is more fully known. From these several options certainly a trip can be arranged to please everybody. It is desired that all at least take the run to Texas. My arrangements for the California trip is for a party not exceeding 300 persons. It, therefore, would be well for the delegates to make an early decision and make your reservations with the Corresponding Secretary before convention time. Our good friends, Greer and Prouty, are bending every effort to make the convention a success and all Oklahoma will combine to send the delegation away with a good impression of the people and place. Of this I have no doubt.

The "little book" will be mailed about April 1st, or as soon thereafter as possible. It requires time to get satisfactory arrangements perfected and delegates will please be patient. Credentials will not be mailed the delegates until Treasurer Steel certifies that the per capita has been paid. I will be glad to promptly answer all inquiries made by the delegates and would urge the Executive Committeemen to put forth their best endeavors to send a full delegation and the early remittance of the per capita, to the end that the 20th convention of the N. E. A. may be what all loyal members ardently desire—a success.

Very sincerely,

WILLIAM A. ASHBROOK,
Cor. Secy., N. E. A.

PROGRAM 20TH ANNUAL CONVENTION NATIONAL EDITORIAL ASSOCIATION, GUTHRIE,

Wednesday, June 7th, 8 P. M.—Music; Addresses of Welcome; Response to Addresses of Welcome; Music and Readings.

Thursday, June 8th, 9 A. M.—Convention called to order; President's Address.

Announcement of Committees: Ways and Means, Necrology, Constitution and By-Laws, Postal Laws, Officers' Reports, Resolutions and Credentials, Treasurer's Books.

Address by Capt. Richmond Pearson Hobson.

Music and Recitations.

Paper by Col. John Dymond of Louisiana *Planter and Sugar Manufacturer;* "Some Printing House Economics." Discussions following.

"U. S. Postal Laws and Rules," Hon. H. A. Castle, ex-Auditor U. S. Post Office, Washington, D. C.

"The Science of Modern Business Building," A. F. Sheldon, Pres. School Scientific Salesmen.

Question Box.—Questions Received. Adjournment for dinner.

3 P. M.—"Libel and Privilege," by Mr. D. H. Butler of the *Legal News*, Lincoln, Neb.

"Woman in Journalism," by Miss Clay of the *Democrat,* Huntsville, Ala.

Paper by C. E. Wood, of Colorado Springs, Colo., "Observations by the Way."

"How to Secure and Maintain Circulation," by Mr. H. B. Varner of the *Dispatch,* Lexington, N. C.

8 P. M.—Memorial Exercises and Annual Poem.

Friday, June 9th, 9 A. M.—Report of Credential Committee and all other committees; Resolutions, Discussions.

Address by Prof. J. W. Carr, Superintendent Schools, Anderson, Ind., "The Public Schools and the Public Press."

Paper by Mr. J. H. Potts, of the Troy *Times,* Troy, N. Y., "The Social Service of the Press."

Paper by Mr. H. R. Gilstrap of Chandler, O. T., "The New State and Its Newspapers." Recess for dinner.

3 P. M.—"Muzzles in Pennsylvania," by Mr. J. S. Benn, of the Philadelphia *North American.*

Reports of Committees.

Question Box.—Questions Answered and Discussed.

Address by Wm. Allen White.

8 P. M.—Final Proceedings; Selection of next place of meeting; election of officers; announcements as to itinerary and entertainments, resolutions of thanks, etc., etc.

Adjournment.

QUESTION BOX.

Address Charles A. King, Beverly, Mass.

F. H. C., California. We have been troubled a great deal by the runs of our wooden racks wearing out and causing the end boxes of the cases to fill with dust. Have tried several things, such as lubricating oil, parafine and French chalk, but the slides continue to wear and the dust and oil make the matter worse. Do you know of any preparation which will harden the wood, or help us?

This is a common complaint, but there seems to be no remedy unless case manufacturers will make the runs of harder wood. Steel runs are a trifle more expensive, but they will not wear out and you can crowd the cases much closer. As for the dust filling the cases, a pair of bellows or bicycle pump will remedy this, and that is about the only way out of the difficulty.

F. H. T., Massachusetts. I have no question to ask, but wish to make a suggestion to manufacturers of cabinets that have cases which set on brackets and hang over the edge. I have had cases knocked off these brackets and it would seem that the bracket might have teeth where it comes against the front edge of the case. This would assist in holding the case and it would save accidents.

B. R. F., Missouri.

DEAR SIR:—Being a reader of the NATIONAL PRINTER-JOURNALIST, and noting the creation of the "Question-Box," I would like to ask for information regarding half-tone printing. Enclosed please find three prints from the same plate, run one after the other; one on coated book, one on super-calendered paper and one on cheap news. Why is it that the one on news paper appears the best? They were printed from the same make-ready, on 8 x 12 press, with best half-tone ink. The screen is about 120. I asked advice of other printers and some said that perhaps the cuts were made for cheap paper.

The pictures accompanying the letter show that the ink is good and the rollers all right, but the editor cannot agree with the writer that the cut on the cheap paper is the best. It looks that way at first, but a magnifying glass will show that it is not. If the cut had been rolled twice (and presumably the press has a throw-off) and considerably more ink carried, the cut on coated stock would have printed much better. News and book stock require less ink in printing half-tones than coated, and it would seem that there was a lack of ink. I wish B. R. F. would put this half-tone on the press again, with the best rollers, and gradually add all the ink he can without smutting. If he has any trouble about the paper not receiving all the ink or the coating peeling off he will find a panacea for that in the N. P.-J., a few months ago, or he can add a little creosote to the ink which will make it less liable to offset, although it will be necessary to run slip sheets.

B. D., Mass.

DEAR SIR:—We are at times almost driven crazy with electricity in our paper. It bothers the platen press feeders but on our cylinder press it is sometimes almost impossible to separate the sheets, especially on the second side and the fly will not lay them even the best we can do. Is there a remedy?

I verily believe that if I knew of a sure remedy for electricity, which could be readily demonstrated, I could get rich. There are plenty of remedies, but they are expensive—or they fail to work. If the press-room is kept at an even temperature day and night there is little trouble, but in many places the fire dies down at night and everything grows cold and when it thaws out there is trouble. Type founders sell a preparation which seems to work pretty well, but it smells badly, and there is danger of offset if you print one side immediately after the first printing. Some get good results by filling the room with live steam and by sprinkling the floor. A damp atmosphere is desirable. Hang a lot of wet cloths on a line under the feedboard, between the cylinder and fly. In fact, do almost anything and you may hit upon something that will work all right. Electricians fix up an elaborate contrivance of wires, but I have seen just as good results from two or three wires hung down from the press and just touch a glass of water. This is something concerning which we should be glad to have the experience of others. Please send your experiences, and experiments, gentlemen, and get those of others in return.

A PAPER FOR CARRIER BOYS.

The *News Tribune* of Duluth, Minn., publishes a little monthly paper, called the *News Tribune Junior*. In the following paragraphs, which contain many valuable business suggestions, are given the objects of the publication by Edward Armstrong, Superintendent of Circulation:

"For some time we have felt the need of having some way of keeping in touch with our carriers; some means of communication that would regularly present to them the various ways by which their list of subscribers can be kept growing. This is the one thing in which all carriers are most interested and the *News Tribune Junior* is established for that purpose.

The *Junior* will be a monthly paper of PUSH for the benefit of the *News Tribune* carriers; it will be issued monthly and we hope to make it such a good paper that it will be looked forward to by every carrier; a paper that will be a substantial help to all the *News Tribune* hustlers.

In it we will from time to time present the best ways, as we see them, for increasing each carrier's business, and every carrier is invited to send his opinions to the *Junior*. Co-operation is one of the greatest helps in any business and if you publish in the *News Tribune Junior* the result of your work and how you attained success, other carriers will do the same and thus everyone will have the benefit of each other's experience.

Don't be afraid to contribute something to the *Junior's* columns, no matter how small, it will be welcome and will lead to bigger things for you.

With the 1st of February we are starting a contest for cash prizes; this is in order to reward those who show up the best in the way of attending to their work and getting new subscribers. On another page will be found the details. This is only one of the many inducements we expect to offer our carriers for hustling.

"We hope to make the *News Tribune Junior* the foundation for a feeling of "get-together and hustle" that will result in increased business for every carrier. We want you to succeed; your success is our success and we are here to help you win; therefore don't fail to holler whenever you have some idea that you think will boom things. We'll do the rest.

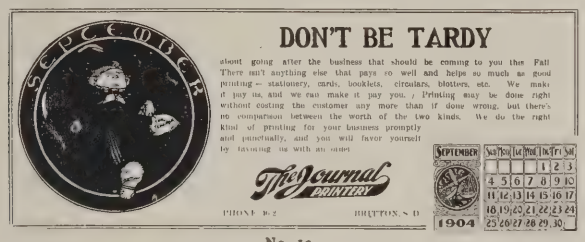
Pungency, clear, plain every-day American speech, with brevity, constitute good newspaper writing for all American newspapers.

MORE WORK THROUGH PUBLICITY

BY HARRY A. WOODWORTH

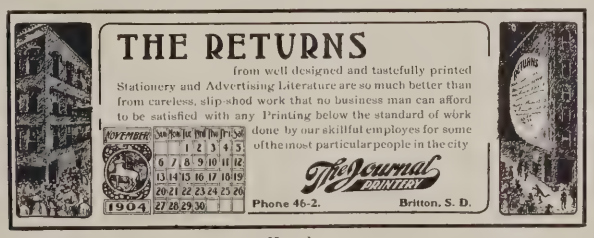
Address all Communications for this Department to
349 Jarvis Street, Toronto, Canada

With a pleasant note from H. B. Tysell, Britton, S. D., came the blotters reproduced as Nos. 1 a and b. They came in November last—but that they were not reviewed before is no sign that they were not appreciated. Each of the blotters has a variety of colors, arranged in harmony. The especial timeliness of these blotters at the times they were issued is a very pleasing feature in connection with monthly publications in the blotter line. The different whiting out of the two blotters furnish a study in good distribution of white. Particularly is


SEPTEMBER
DON'T BE TARDY
about going after the business that should be coming to you this Fall. There isn't anything else that pays so well and helps us much as good printing — stationery, cards, booklets, circulars, blotters, etc. We make it pay us, and we can make it pay you. Printing may be done right without costing the customer any more than if done wrong, but there's no comparison between the worth of the two kinds. We do the right kind of printing for your business promptly and punctually, and you will favor yourself by favoring us with an order.
The Journal PRINTERY
PHONE 46-2
BRITTON, S. D.
1904

No. 1a.

this the case in regard to headings and the lines which follow. The influence of the sense of the illustrations upon the rule-work in 1b is commendable, showing that the compositor devoted thought to his work. A good nameplate has been found by many advertisers to be a particularly valuable advertising asset. This style of nameplate has been used considerably by advertisers other than printers, and is a clear-cut specimen of the kind. Send us some more of your once-a-month reminders, Mr. Tysell. Speaking from the viewpoint of typography in advertising, the small catalogue


THE RETURNS
from well designed and tastefully printed Stationery and Advertising Literature are so much better than from careless, slip-shod work that no business man can afford to be satisfied with any Printing below the standard of work done by our skillful employes for some of the most particular people in the city
The Journal PRINTERY
Phone 46-2.
Britton, S. D.
NOVEMBER
1904

No. 1b.

you did for Buckler's departmental store is one of which no department store, or no advertising printer, need be ashamed.

I hope that C. R. Beran, of Denver, Colo., is finding that the striking advertising he is doing as regards "Beran: Some of His Work," is paying as all good advertising should. I have not seen a copy of this book, but some day when I am flush I mean to secure one, as some of the work which I have received from this clever advertising compositor indicates that it is all likely to be good. Two sheets, which, with the margins, measure 9x12 inches, are shown as No. 2 a and b. It would be hard to find two specimens so widely different in typography and illustration which yet bear such a distinct individuality. The sketchy pencil drawing, with its touch of wash, makes a superb cut in the original. The heading is in orange, and the balance in black. The harmony of the zinc-etched initial with the halftone—in fact, the harmony of each constituent part of the job—is worthy of especial study. And such harmony is likewise a feature of No. 2b. How well the white space sets off the figure—the Schœffer type—the panel! The margins of this job are as follows: Top, 1 inch; left-hand side (from panel), 4 inches; right-hand side, 3 inches; bottom, 2 1-2 inches. The abundance of white on the other job is not so effective—possibly the effect is somewhat lessened by the wide margins. No. 2a is on enameled stock; No. 2b is on

Smith-Brooks Quality
Halftones & Printing
TIME was when a merchant was contented with "any kind" of illustrations or printing, but in this progressive era when the catalogue is rapidly taking the place of salesmen you cannot afford to present your prospective customers with a poorly-dressed circular or catalogue. Wise merchants, the wide-awake & successful ones are always on the lookout for the best in illustrations & printing. Throughout the entire west and middle west the reputation of the "SMITH-BROOKS QUALITY" is supreme
SMITH BROOKS COMPANY
DESIGNERS
ENGRAVERS
PRINTERS
DENVER

No. 2a.

antique wove. I hope Beran will send me Some More of His Work.

Harry A. Woodworth, Toronto, Canada.

DEAR MR. WOODWORTH:—Being a reader of the NATIONAL PRINTER-JOURNALIST, and much interested in your department, I thought you might like to look at a copy of our country product, *Soundview*. Will say in explanation that the "artist" is a boy just turned 16, and that this is the third number issued under his supervision after *but* 6 *days merely incidental instruction,* and that since that time he has not had a single suggestion from a printer personally—and previously thereto he had never seen a type at short range,

If you feel to notice his work I should like your candid comment and criticism, with a view to helping and encouraging the boy. I feel much pleased with his progress. He is an eternally-at-it student—as I write at 11 o'clock at night he is poring over a copy of the *Inland Printer* (having just finished the N. P.-J.). What do you think of him and his future?

Very cordially,

Olalla, Wash. L. E. RADER,
Publisher *Soundview*.

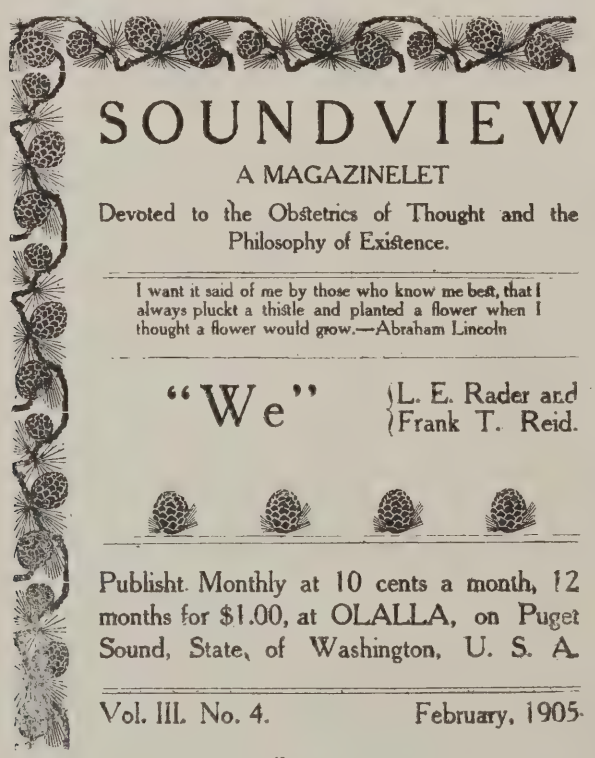
On some of Hal Marchbanks' advertising matter there used to appear the beatitude (which sounds as if written by one Elbert Hubbard): "Blessed is the man who has found his

Strength of Character in Printing
"The peculiar quality, or the sum of qualities, by which a person or thing is distinguished from others; the stamp impressed by nature, education or habit; that which a person or thing really is; nature; disposition." Webster.
The peculiar quality, or the sum of qualities is just as magnetic and influential in proper printing as in human nature. In this rush and roar of twentieth century commercialism it is essential to have some distinguished quality in order to obtain real recognition. Your literature may require an artistic, a refined, or professional appearance, or perhaps it calls for strong, bold effects—this feature of proper dress is always governed by the nature of your business. But whatever the case may be, we can clothe it in a characteristic individuality which will demand attention anywhere. We have all the latest modern facilities for producing business literature and a corps of skilled men who have world-wide reputations in their individual lines.
THE SMITH-BROOKS PRINTING COMPANY
STEEL DIE EMBOSSING DESIGNERS ENGRAVERS PRINTERS
1742-47 California Street
Denver, Colo.

No. 2b.

work." But blessed indeed—twice blessed—is the boy who has found it. And this boy has.

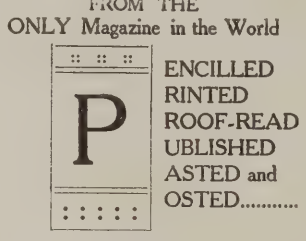
The little magazine (or "magazinelet," as it is barbarously called) is fairly well described in a prospectus as seeming to


SOUNDVIEW
A MAGAZINELET
Devoted to the Obstetrics of Thought and the Philosophy of Existence.
I want it said of me by those who know me best, that I always pluckt a thistle and planted a flower when I thought a flower would grow.—Abraham Lincoln
"We"
L. E. Rader and Frank T. Reid.
Publisht Monthly at 10 cents a month, 12 months for $1.00, at OLALLA, on Puget Sound, State of Washington, U. S. A.
Vol. III. No. 4. February, 1905.

No. 3a.

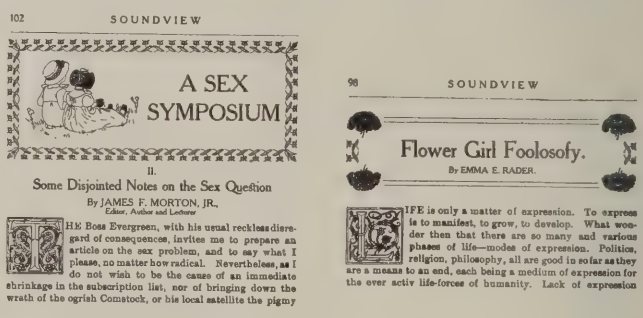
be "a cross between the *Philistine* and *Brann's Iconoclast.*" Such a magazine is vastly improved, of course, by its typographical arrangement. And that of *Soundview* is good. The magazine is supposed to be published among the evergreens by a band of Immortals known as the Society of Evergreens, who have an ubiquitous president known as the Boss Evergreen. The periodical is lovingly referred to by admirers as "the Little Green," and the Evergreens as "not so green." May I add my quota to this cheerful foolishness (or can anything cheerful be truly classed as foolishness?) by hoping that the publication is winning considerable of the Long Green? It has the earmarks of a success, anyway.

The design on the front cover is shown as No. a. This is in dark green and orange on an apple green. This design on the back cover-page has a quotation from Schopenhauer, handsomely bordered and initialed. The two designs likewise appear on the manila mailing wrapper—good idea for the



No. 3b.

enclosure of such a periodical. The appearance of the wrapper should alone convince the compositor that such a design as No. 3a requires very little margin at the right hand and bottom—to my mind, very little anywhere. The wide margins of the magazine cover give the design a decidedly bare and even disjointed appearance. Those cone ornaments of the Keystone


102 SOUNDVIEW
A SEX SYMPOSIUM
II.
Some Disjointed Notes on the Sex Question
By JAMES F. MORTON, JR.,
Editor, Author and Lecturer
THE Boss Evergreen, with his usual reckless disregard of consequences, invites me to prepare an article on the sex problem, and to say what I please, no matter how radical. Nevertheless, as I do not wish to be the cause of an immediate shrinkage in the subscription list, nor of bringing down the wrath of the ogrish Comstock, or his local satellite the pigmy
98 SOUNDVIEW
Flower Girl Foolosofy.
By EMMA E. RADER.
LIFE is only a matter of expression. To express is to manifest, to grow, to develop. What wonder then that there are so many and various phases of life—modes of expression. Politics, religion, philosophy, all are good in so far as they are a means to an end, each being a medium of expression for the ever activ life-forces of humanity. Lack of expression

Nos. 4a and b.

Type Foundry are much used in the magazine and on its stationery. And very appropriate they are, too. This (No. 3b) is the envelope corner design. This also forms part of the be-coned letterhead. The wording would be more correct if the word "of" were inserted after "evergreens."

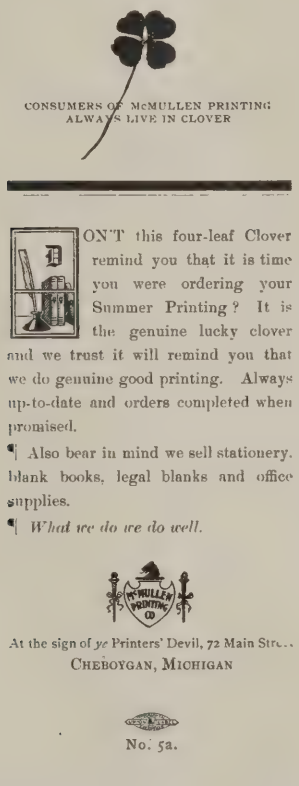
The ornamentation, headings and initials of the book are mostly in green. I give two examples (Nos. 4a and b) of the way in which the beginning of an article is handled by the young typographer. One is good, the other is not. In No. 4a the selection of floral ornaments is, of course, commendable, because of the subject, but surely there's something wrong about the ornamentation. I find it a very good thing, in testing a design, to cut little strips of blank paper of the color of the stock used, and place them over anything which you may suspect to be among "those things we ought not to have done." Try those dinky little ornaments at the side in that way. Is there not an improvement already? You see, they're not on the same scale, for one thing. With such ornaments, do the light rules add to the symphony of the design? It seems to me, anyway, that proper handling of more than one, say, of that particular large blossom ornament, is a mightily difficult thing. I remember another sixteen-year-old boy (who used to be a

frequent contributor, and whose cheery letters and promising work I miss now) who seemed to have a lot of difficulty with that very ornament.

Now, for some ornamentation of which Will Bradley need not be ashamed (and there's some of his of which I sometimes think such a real artist should be.)

Part of this (No. 4b) is the kind of ornamentation that is illustrative as well as ornamental. Here there is a delightfully humorous touch in the employment of the Kate Greenaway figures which are sold as ornaments by the type foundry as an appropriate accompaniment of the title. (By the way, Kate Greenway was well qualified to be an Evergreen.) The border and its contents, and the initials are green; the balance is black. Only part of the page is shown in both reproductions. The advertisements in the book are, for the most part, well composed in a style which suits a magazine of this size and shape.

A clever bit of advertising is the eight-page folder, "Soundview, Jr. Being supplementary and complementary (likewise just a little complimentary) to *Soundview.*" It


CONSUMERS OF McMULLEN PRINTING
ALWAYS LIVE IN CLOVER
DON'T this four-leaf Clover remind you that it is time you were ordering your Summer Printing? It is the genuine lucky clover and we trust it will remind you that we do genuine good printing. Always up-to-date and orders completed when promised.
¶ Also bear in mind we sell stationery, blank books, legal blanks and office supplies.
¶ What we do we do well.
McMULLEN PRINTING CO
At the sign of ye Printers' Devil, 72 Main Street
CHEBOYGAN, MICHIGAN

No. 5a.

is, I presume, merely meant to be used as an enclosure in the sending out of sample copies. Otherwise, its name might be confusing, as the term "Jr." has been applied to supplements of periodicals which were not meant merely for advertisements. For instance, the large young people's supplement to the Boston *Standard,* was entitled, *Standard Jr.* And then there has been the *Junior Munsey,* which was simply a younger *Munsey.* I don't know that Mr. Rader meant me to print his letter, as he may not care to have the boy know that he is pleased with his progress. But it seems to me a father's expressed approval is a big help to the right kind of a lad. It seems to me that the boy is all right, and his future assured.

Harry A. Woodworth, Toronto, Canada.

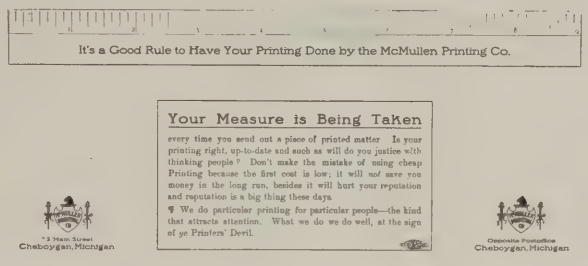
DEAR SIR:—Under separate cover have sent you a small parcel of my work, some good, others bad, but all there, for you, during your spare moments, to cast your critical eye over, with the expectation that you will *tell me* and the many thousands of readers of that most excellent trade journal, the N. P.-J., what you think of 'em.

That four-leaf clover is also enclosed. Hoping that it will bring you the best of luck, I remain,

Truly yours,

Cheboygan, Mich. ALBERT K. NESS.

Thank you, Mr. Ness, for the four-leaf clover for which I asked. I consider myself something of a naturalist, but I never had much luck in finding clovers with four leaves, though I am the possessor of genuine five-leaved, six-leaved, seven-leaved, eight-leaved, eleven-leaved and thirteen-leaved clovers, all of which were brought into my father's newspaper office by a woman who should certainly qualify as a member of the Clover Club. I don't think any of these are particularly lucky, but all the world and his wife know the virtues of the four-leaf variety. And the fact that they are not easily found makes the use of a real specimen of this pretty good-luck-bringer (No. 5a) a most appreciated adjunct of printed matter. The rule, the initial letter "D," the paragraph-marks and the nameplate are in orange; the balance is in green. "Don't"—how often this abbreviation is used in modern advertising


It's a Good Rule to Have Your Printing Done by the McMullen Printing Co.
Your Measure is Being Taken
every time you send out a piece of printed matter. Is your printing right, up-to-date and such as will do you justice with thinking people? Don't make the mistake of using cheap Printing because the first cost is low; it will not save you money in the long run, besides it will hurt your reputation and reputation is a big thing these days.
¶ We do particular printing for particular people—the kind that attracts attention. What we do we do well, at the sign of ye Printers' Devil.
72 Main Street
Cheboygan, Michigan
Opposite Postoffice
Cheboygan, Michigan

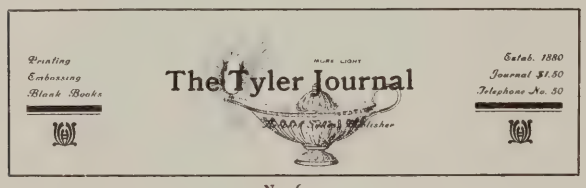
No. 5b.

where "doesn't" would be grammatical! A rule blotter with "Your Measure is Being Taken" as the headline has, I believe, already been reproduced in this department, but the composition of this rule-blotter (No. 5b) is distinctively Nessian. The blotter is on white stock, but the rule is printed over a yellow tint-block. This streak of color, in connection with the wealth of white, makes the design very effective. Several other blotters of the McMullen Printing Co. are wondrous in their original disposition of white. The use of the vignetted halftone in one of them, surrounded by plenty of white, is commendable. But I don't like the conventional leaf ornaments in the center panel. They don't seem to sympathize with the more illustrative ornament. This (No. 5c) is a late letterhead. The central panel is printed over a slate tint, which harmonizes well with the stock. Say! Mr. Ness! The card of Dan P. McMullen is one of the best dark-stock cards I ever saw, with its white, and its red shaded with white, and its black shaded with white. The composition is fine—sorry it cannot effectually reproduce.

No. 5c.

Louis Warming, of Tyler, Minn., sends this letterhead for criticism (No. 6a). It is on blue bond. The surrounding rules are in a brown. The ornament and the words "More Light" are in a brown tint. The name of the paper and the wood rules are in a bronze red, and the balance in dark blue. There's a clear-cut appearance and considerable originality about this job. I should have preferred to see the words "The Tyler Journal," register so as to have the flame come right between the first two words. This would likewise prevent the apex of the lamp from being obliterated by the

initial letter. The three lines at the left seem to have been composed not only so as to give a slanting alignment, but also with the object of having each line end with figures. The a summary of Mr. Schwartz's duties. The type, however, is made to tell this story, and the commas at the end of both line "Journal $1.50" does not seem particularly happy placed between "Estab. 1880 (this abbreviation being made merely for the typographical effect)" and "Telephone No. 50." No. 6b—very commendable in various ways—is a good illustration of a matter to which I referred to at some length in this department four years ago—an insufficient attention to the *meaning* of the component parts of a job as expressed by typography. I presume that Mr. Sykes and Mr. Schwartz are simply the members of the Tyler Land Co., and that Mr. Sykes' work is not confined solely to dealing in Lincoln and Lyon county farms. The words under and in the same type as "H. G. Schwartz," are not probably intended to be simply



No. 6a.

names add to this impression. Were the names of the firm-members in the same series of type as the name of the Tyler Land Co., or in a condensed series of similar appearance, and the period omitted, the meaning would be in keeping with the typography. It also seems to me that "Lands Bought and Sold. Exchanges"—being the primary announcement of the firm's business—would better be on the left hand. I congratulate Mr. Warming on his good presswork.

From Louis Arnold Ewing, with the Robertson Printing Company, St. Louis, comes a number of samples. One is a narrow purple slip, which comes through the mail with a stamp on it. In white ink on the reverse side, with a very long margin at the bottom, is the composition here shown as No. 7a.* This strip will attract attention through the novelty

H. SYKES. H. G. SCHWARTZ.

Lincoln and Lyon County Farms a Specialty. **TYLER LAND COMPANY** Lands Bought and Sold. Exchanges.

Tyler, Minnesota.

No. 6b.

TALK HAPPINESS

IT'S A SMALL INVESTMENT THAT PAYS BIG DIVIDENDS

Better Printing

ROBERTSON PRINTING COMPANY Bell, 3009A Kinloch, A595

GEORGE HARKNESS **312 Vine Street** JAS. E. WINTERTON

No. 7b.

of its coming unclothed in an envelope. The value of the slip as a bookmark is not impaired, in my mind, from having my address, and a postmark, and a cancelled stamp on it. This, in fact, gives it a personal value. I have spoken of the inspiring mottoes so freely dispensed by good printers, with their good composition. It is, however, somewhat unusual to see a blotter like No. 7b, whose largest line consists of a motto, which is amplified by a succeeding line. The all-type blotter is surely becoming popular—there's another good example of it in this installment. The composition of this blotter makes it a good advertisement, as "Happiness," "Better Printing," and a firm which brings happiness through better printing, are so combined as to show their connection with one another at a glance. The color-scheme of this buff blotter is green and brown. On one lot the rules are green, the wording brown; on another lot the rules are brown, the wording green. The envelope in which this blotter comes has the name and address of the company tastefully displayed, with the slogan, "Better Printing" between. An "M" shows where to write the first line of the address, so that the words, "We Want Your Business" come directly beneath the recipient's name. All these ideas show that the Robertson Printing Company are up-to-date—and beyond.

*Could not be reproduced.

Harry A. Woodworth, Toronto, Canada.

Dear Sir:—Since I have started to send in job work for criticism, and receiving space in the N. P.-J., I sincerely return thanks to you, Mr. Woodworth, for the several reproductions and comments. Ever since I have been taking more interest in the work, and with this writing enclose another blotter and a two-page circular for your observance.

This is all I have at present—but will try to make a better lot next time. I remain, Yours truly,

Highland, Ill. John Hebrank.

1905 FEBRUARY 1905
SUN. MON. TUES. WED. THU. FRI. SAT.
1 2 3 4
5 6 7 8 9 10 11
12 13 14 15 16 17 18
19 20 21 22 23 24 25
26 27 28
Follow The Heavy Lines,
BEGINNING AT THE DOT, AND SEE WHERE YOU WILL LAND.
Highland Journal
The Office with a Reputation for FIRST CLASS JOB PRINTING.
WEEKLY. INDEPENDENT. CIRCULATION 1200. LARGEST OF ANY WEEKLY PUBLICATION IN MADISON COUNTY.
J. N. STOKES, PUBLISHER.

No. 8a.

I am certainly glad that any comments—complimentary and otherwise—that have appeared in this department anent Mr. Hebrank's work should have caused him to take more interest in it. The February blotter (No. 8) certainly shows that his work is steadily gaining in strength, which is refined and toned down by his lavish use of white. The rule border, the word "February" and the figures, and the words "Highland Journal," are in black. The heavy zigzag rule-work, in connection with the headlines, furnishes a rather pleasing method of holding the attention, and looks well with the red, It is a novel blotter, though there is not a picture on it. The folder is an excellent specimen of the class of work it represents, and shows that Mr. Hebrank is a student of the "Review of Job Work," as well as a reader of this department.

THE COYLE PRESS

M. Delvaux Coyle
Proprietor

Serves Well the Wants of Particular People in all that's New and Best in

Printing and Advertising

At the Cross Roads of Main and High in FRANKFORT, KENTUCKY, U. S. A.

No. 9a.

Harry A. Woodworth, Toronto, Canada.

My Dear Sir:—I enclose you herewith sample of my new letter-head—set in Roycroft Tinted, which is the newest type out. You will observe that some of the lines are a little too large, but the type is not made in smaller than 12-point, and I wanted to use the entire series. I want you to be frank, as you have always been, in speaking of this work. Please accept my many thanks for the nice things you said about my work in the February issue, I can assure you I appreciate them to the fullest extent, and I took the nice little "roast" in the manner in which it was given. I like to be told of my faults. * * * as it teaches me to avoid them. Tell me what type will work nicely with this new type.

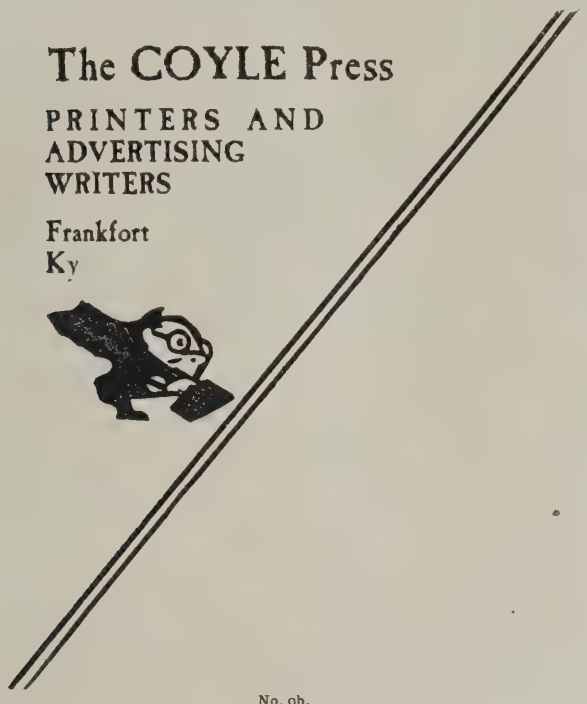
Hoping to receive your paper on time, and that it will, as usual, be filled with "good stuff," I beg to remain,

Yours sincerely,

Frankfort, Ky. M. Delvaux Coyle.

The design (No. 9a) very much resembles, as to composition, a card and a letter head of the Coyle Press, reproduced

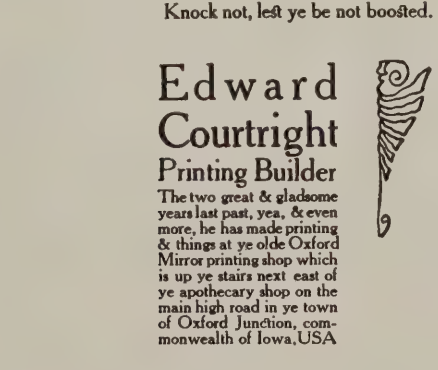
in the February number. Those were set in XV. Century, but undoubtedly in *the* twentieth century. Surely the Roycroft Tinted is one of the new and the best. But I don't agree with Mr. Coyle as to some of the lines being too large. The need of sizes between the 12-point and the 36-point is, however, apparent, though not necessarily so on this particular job. The initials "T," "C," and "P," and the line "Printing and Advertising," are in red, as is the tint-block of the



No. 9b.

picture. I have spoken of mellow effects in type. There is not only a mellowness about this new variety, there is a bloom like that on the fresh-plucked peach. As to what kind of type would work best with it, it seems to me that this face was meant largely for a life of single blessedness, such as it enjoys on the sheet before me. In fact, I am inclined to dislike the use of that rule as bringing in—or ringing in—somewhat of a discordant note. Even the original Roycroft does not seem to exactly harmonize with this elusive face. Better, it seems to me, to get the effects of the harmony of contrast or of complement by means of different colors, as Mr. Coyle has done.

As I have given, in the February issue, various samples of Mr. Coyle's playing with the Mission Toys, here is another, a


Knock not, lest ye be not boosted.
Edward
Courtright
Printing Builder
The two great & gladsome years last past, yea, & even more, he has made printing & things at ye olde Oxford Mirror printing shop which is up ye stairs next east of ye apothecary shop on the main high road in ye town of Oxford Junction, commonwealth of Iowa, USA

No. 10a.

three-cornered envelope corner (No. 9b). First line and rules in red, as is the tint-block on the "secretary." Rest in black; yellow stock. Good distribution of the white (or yellow). Nothing yellow about Mr. Coyle; so we appreciate it on his work.

Harry A. Woodworth, Toronto, Canada.

DEAR SIR:—I want to thank you for your criticisms of my work. Should have done so much sooner, but have been very, *very* busy, I am pleased to say. Your department has been a great help to me, as I believe it must be to all who study it.

I enclose a "hurry-up" card I got out. I was striving for an effect—if you see it I should think I have succeeded, if you do not I shall know I have failed. Anyhow, here it is.

Yours in a hurry,

Oxford Junction, Iowa. "COURT."

Could not reproduce gray tint—Ed.

No. 10.—The ornamental bordering is in a gray tint, and the words "Printing Builder" in red. The balance, including the interrogation mark (?) in the panel on the left-hand are in black. It's a very striking job—and a very original one. I don't think anyone could say that Mr. Courtright has "failed" with this job, and it doesn't look as if it had been unduly hurried. And yet—

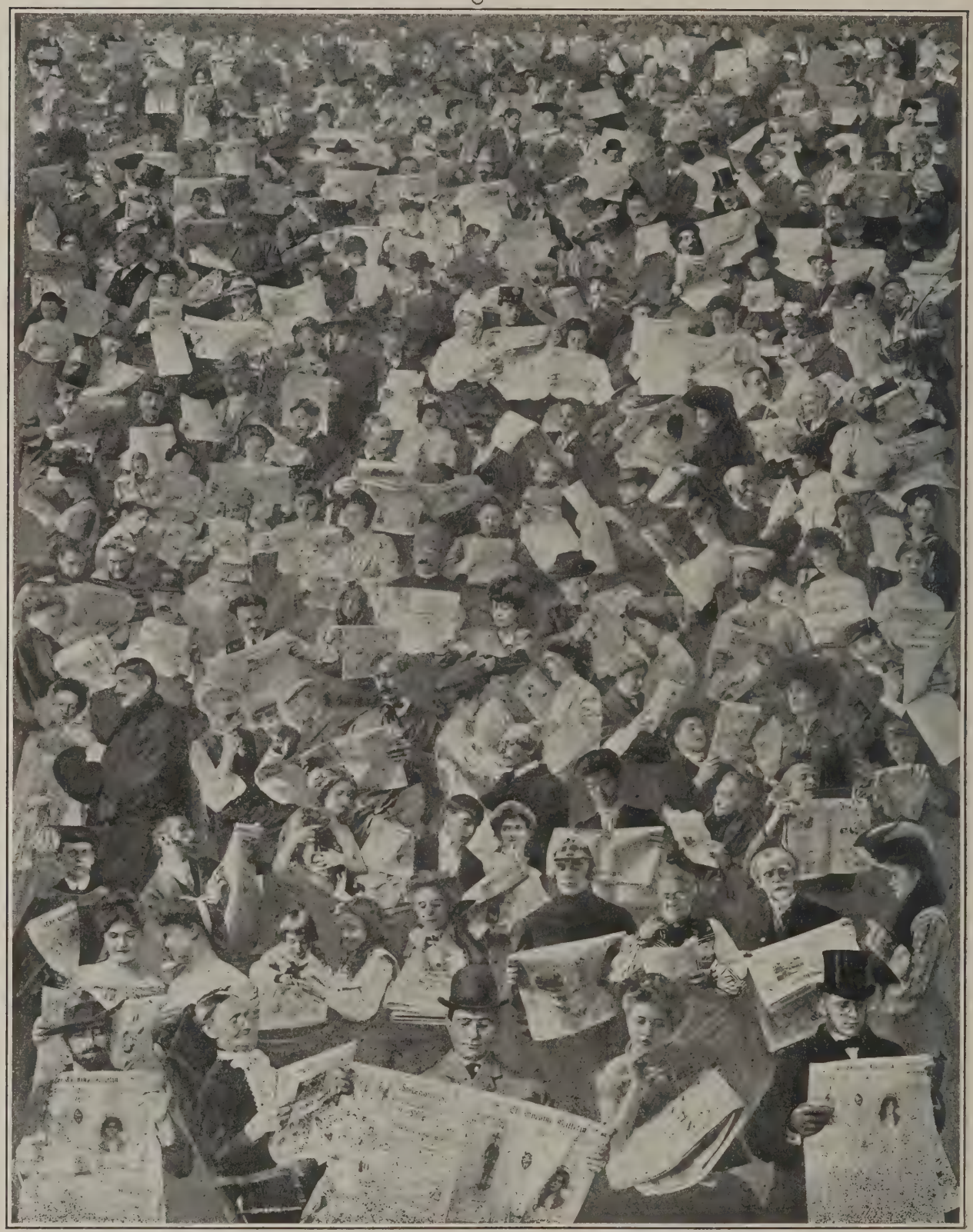
What's the answer?

This age of publicity is one in which was seen the possibilities of a new kind of composite photograph—one in which faces are not blended, but in which was a scene, in lifelike perspective—more lifelike, in a large group picture, than a group-photograph taken in the ordinary way would be. The most pretentious effort in this unique application of a rare form of art to advertising is the large photogravure issued by the Philadelphia *Evening Bulletin,* and is a striking illustration of the famous motto, "Nearly everybody in Philadelphia reads the *Bulletin.*" This remarkable production, of which a good idea is given in the large, though reduced reproduction (No. 11a) was composed of about two hundred and fifty individual photographs. "Each," it is explained, "was photographed on a separate negative, cut to shape, the edges treated to allow close pasting, and after a series of chessboard manœuvers to get everything right, the figures were pasted on a mat four feet in height. From the first the approximate row in which each character was to go was definitely mapped out. Each print was carefully pasted down and completely retouched as to background. Some persons in the rear rows were snapped in Independence Square, but with the exception of possibly fifteen such cases, every figure in the photograph represents a study in which the modeling, the costuming and the position were made to conform to an outlined list of characters previously agreed upon." Almost all of which was mightily cleverly done, but it seems to me that the young lady who is reading the *Bulletin* while she is making her toilet is decidedly out of place in such a public scene as the composite picture represents.

There are no duplicates in the entire photograph, but some models were posed in various costumes. This part of the work, it was claimed by the designer, was the most trying in the whole undertaking, "since each type must carry out the meaning, yet all elements of caricature must be avoided."

Was the time, and the care and the money expended on this unique photographical advertisement ill spent? Not on your tintype. It is an ad that will be preserved and long appreciated, and it is, moreover, one in which pretty nearly all Philadelphia will have some sort of a personal interest. It seems a great shame, however, that the picture was folded so as to make a decidedly unsightly crease in the center, which the crackling of the glaze of the surface naturally emphasized. On the reverse side there is a statement of the *Bulletin's* circulation for the last year. A slip of news stock is attached to that side by one of the golden wafers which have already been described in this department.

The Mount Vernon *Record* is a paper which, though it occupies a smaller field than the big city daily, has no reason whatsoever to feel inferiority in respect to a similar design (No. 11b), which was probably issued about the same time



No. 11a.

as that of the large city paper. On light brown deckle-edge cover stock the composite picture of the "Mount Vernon Fruit Basket," in photo brown, is pasted. It is surrounded by a red Stylus border, and there's a brown calendar at the bottom. On a flap at the top, on either side of the hole for hanging, enclosed in Stylus, are these mottoes in Engraver's Old English: "The Mount Vernon *Record* for Tasty Printing. The G. W. Kidder Studio for Tasty Photographs." This is composite advertising, of a pleasing nature. And further credit is given photographer Kidder on a write-up of the photographical "stunt," which is placed on the back, under the words, "Supplement to the Mount Vernon *Record*." The picture was made somewhat similarly to that of the *Bulletin*, pictures of seventy-five Mount Vernon babies being taken;

Individuality in Printing

THE modern trend in typographic art is for distinctive form and make-up. Some printers have a wrong impression that linotype composition cannot be used to good advantage when this is demanded. A careful consideration of the following pages will demonstrate that results can be obtained from linotype composition which have previously been thought possible only by hand work. In addition, linotype composition has its own peculiar advantages in a constantly new and perfect printing face, rigidity of form, and unlimited resources in whatever face of type may be used.

The make-up of this page and the specimens displayed on the following pages are suggestive of the results which can readily be attained by linotype composition in combination with headpieces, initial letters, and linotype borders.

Mergenthaler Linotype Company

New York · Chicago · San Francisco · New Orleans

Composition of page and all borders were compose
on the Linotype in combination with larger faces
hand-type, by The University Press, of Cambridge, Mas

CHAPTER FORTY-FOUR — SEPARATION

WITH the day, though not so early as the sun, uprose Miss Susan Nipper. There was a heaviness in this young maiden's exceedingly sharp black eyes, that abated somewhat of their sparkling, and suggested — which was not their usual character — the possibility of their being sometimes shut. There was likewise a swollen look about them, as if they had been crying over-night. But the Nipper, so far from being cast down, was singularly brisk and bold, and all her energies appeared to be braced up for some great feat. This was noticeable even in her dress, which was much more tight and trim than usual; and in occasional twitches of her head as she went about the house, which were mightily expressive of determination.

In a word, she had formed a determination, and an aspiring one: it being nothing less than this

typography and borders composed on the
otype in combination with special ornaments,
The University Press, of Cambridge, Mass.

HOTEL THORNDIKE

Location

THE THORNDIKE faces on Boylston Street (the Fifth Avenue of Boston), Church Street and Providence Street, on a line dividing the business from the residential district. The Public Garden, the first and most famous in America, affords a beautiful foreground to the hotel.

Park Square is at the back of the hotel and the starting or central point of several lines of electrics. By referring to the map it will be seen that **THE THORNDIKE** is the centre of a circle which includes the principal churches, educational and historical institutions, the Library, Music Hall, Symphony Hall, Horticultural Hall, Mechanics' Bldg., Theatres, Clubs, Business Houses, Railway Stations, and Docks. Electric cars radiate from the Public Garden and Park Square to all points in and about Boston.

Recommendations

A modern structure, facing on three streets.
Accessible location within the aristocratic residential district on Boston's most fashionable shopping thoroughfare.
150 newly furnished rooms.
Running hot and cold water in every room.
Intercommunicating telephone service.
New plumbing throughout.
100 bath rooms — attached.
25 bath rooms — detached.
Incandescent lighting.

HOTEL THORNDIKE

All typography and borders composed on the Linotype in combination with special ornaments by The University Press, of Cambridge, Mass.

THE AWAKENING OF THE DUCHESS

By Frances Charles, author of "In the Country God Forgot," etc. With illustrations in color by I. H. Caliga. 12mo. Decorated cloth, $1.50.

"A charming, tender story of the awakening of a young mother to her true self through the ministrations of her half-forgotten child, told so simply that a child can understand it," is the *Washington Star's* opinion of Miss Charles's latest book. *The Literary News* considers it "deeply touching in tender sentiment and full of gentle humor. With its tinted illustrations, and its pretty green and gold covers the story is a welcome exponent of the gospel of love and tenderness."

NEW ENGLAND HISTORY IN BALLADS

By Edward E. Hale and his Children. With a few Additions by Other People. Illustrated with ten full-page drawings by Ellen D. Hale, Philip L. Hale, and Lilian Hale. Small 8vo. Cloth, gilt top, $2.00 *net.*

"This stirring composi
verse of the notable events
"The fifty poems," accord
says the *Boston Herald*
favorite, telling of an im
new edition is an admirab

THE COLONEL'S

By Christine C.
illustrated by Artl
12mo. Decorated

There are few more
Southern family in redu
of bookmaking.

TO many readers these pages will undoubtedly be a revelation of the artistic results in Linotype composition. The use of borders is such a prominent feature of book and catalogue typography that especial attention is directed to the results shown, all from Linotype matrices.

We have many other attractive Linotype borders which can be used separately or in combinations. The facility of producing whatever quantity of borders may be required and their rigidity give great advantage in the make-up of borders on book and catalogue pages.

which were mounted on a large card. A negative made of all the pictures was carefully retouched. Mr. Kidder mounted the prints himself, but the job office of the *Record* is certainly entitled to a large amount of the credit of an artistic production for the chaste setting of the picture.

I must congratulate the publishers of the *Chap-Book*—now the *American Chap-Book*—on their effort for February, 1905. That is, on the Board Bound, in covers of quaint design with label Twenty-five cents the copy, Three Dollars the Year brand. Hitherto I have been honored only with the Paper Bound, Ten Cents the Copy, One Dollar the Year kind of *Chap-Book*, but I suppose the general design of each edition was practically the same. Anyway, with the February number, Mr. Bradley seems to me to be seeing things more from an advertising viewpoint. He appears to have recognized the value of display as he has not hitherto done. It seemed to me that on many of his previous chap-book designs he was in much the same position as the beginner in a country print-shop, when he turns himself loose among the ornaments to which his fancy is first attracted. His tendency is to hold all matters of composition subservient to ornamentation. Some of his first chap-book efforts were puzzles, or at least, were games of logomachy. Such stuff as this may attract attention by its novelty, but has no permanent advertising effectiveness. But from his experiments in old style ornamentation adapted to new style publicity, Mr. Bradley has evolved

No 11b.

a saneness and effectiveness which shows he is a true artist, and, moreover, has finally grasped the idea of a new style of art in appliance to a kind of art-advertising that is both art and advertising. I wish there were space to show some of the old-style-new style designs, in which even the freakishness plays a strong part in regard to their effectiveness as a means of publicity.

[Since writing the above critique—and sending it away to Chicago—I have come across former editions of the *American Chap-Book*, and I find in them designs for advertisements which quite meet with my approval both from the standpoint of an advertising man or a printer. To write such a review as I remember I did (but let it stand, [Lat. *stet.*] for it is probably already composed) is due to an expression, on my part, of the momentary impulse all critics feel on taking up anything which it is their duty to criticize. Let it stand, I say, on the same principle that accords the base-ball umpire's sudden decision a greater degree of accuracy than the one he takes considerable time to consider. A great fault with many critics (as it was with one Thomas Babington Macaulay, one of the greatest of critics) is a leaning towards that figure of speech known as Antithesis. This same figure of speech is liable to lead the critic into Unfairness, whereby the truth has been before now sacrificed on the altar of Literary Form. Of course, in any of my writings in this department, there is no effort, as there are no pretensions, made toward literary precision. But I still think my first impressions as to the March *Chap-Book*, as compared with previous issues, had basis in fact—though the lack of advertising quality in former numbers may have been somewhat exaggerated by the itch for antithesis which lovers of Macaulay sometimes unconsciously acquire. But I still consider Mr. Bradley nodded on the occasion of some of his first attempts at a style of art based upon a large amount of ornamentation. And I still think Mr. Bradley is improving, as to his grasp of art as applied to advertising, to a very considerable degree.]

Those who read, in the February issue, the description of the cards sent by Mr. L'Heureux, will be interested in the following letter:

Harry A. Woodworth, Toronto, Canada.

Dear Sir:—I wish to thank you for your kind words in the February N. P.-J. in regard to my business cards. They certainly exceeded my expectations. While I hoped, yet I did not expect more than passing notice, accompanied, as they were, by such a, shall I say laconic, note.

My object in writing you this letter is two-fold. First, to thank you. Second, to substantiate your claim that such advertising is permanent. I had not given out 25 of these cards before people began to call at the office for them. Among the callers were two ministers of the gospel, the president of the State Anti-Saloon League, the president of the swellest club in town, the clerk of the U. S. District Court (Dist. of Vt.), a member of the Legislature, and business men (the men we wanted to touch), and the New York and Boston "drummers" who call at our office—they just carried them away, to make their customers good-natured. After the cards were all given away, one of our prominent business men, a clothier, called at the office, apologized for not having been in for so long, promised to be more thoughtful in the future, and then requested me for a set of those cards. I told him they were all gone. He was very much disappointed, and asked me if I could not find a couple somewhere about the office. He said that he would be willing to pay well for them; that he had seen them, that he could not make the party that had them part with them; and that he wanted some like them very much. I told him that I thought I had some of them at my home. He said that they were a great help towards entertaining at gatherings. * * *

[Here follows a paragraph, which is quite as interesting, amusing and instructive as any other part of this letter—but I should not think of printing it without Mr. L'Heureux's permission.—H. A. W.]

In all my 12 or 13 years' experience in New York City, I never set a business card but what I wondered why it did not occur to some to put something quaint or witty on the back side, to insure them being preserved to some extent. It gives you a kind of introduction to the people; it gives them an insight into your nature; in short, they will hardly expect to meet an ogre, or very crabbed person, when they call on you.

Hoping this long-winded affair will not tax your patience too much to read, and with kind wishes for yourself, I am,

Yours respectfully,

An ounce of experience is generally better than a ton of theory; but I am pleased to see the experience coincide with the theory. And I thank Mr. L'Heureux for his good letter, which is of a kind such as is warmly welcomed in this department.

The Hudson (Wis.) *Star-Times* letterhead, printed in blue, and in an extended series of Old English, shows a tasteful modern long-line-short-line arrangement. "Don't be afraid to criticise too severely," writes E. M. Rusch, the city

rate. But they are well-printed, for all that. The compositor has learned the lesson of simplicity. Simplicity is often one of the attributes of art. But simplicity is not necessarily art. The best job by far is that done for the St. Croix County Abstract Company. It shows, moreover, a good idea as to the possibilities of a letterhead as an advertisement.

A Texas friend sends me a late number of the *Texas* editor of the paper, in regard to "a few samples of every-day work" which he sends me. Mr. Rusch's own criticism of the work, as "not fancy jobs, or extra well-printed ones" is accu- *Printer.* Its typography is superb, but what's wrong with the halftones? With a base of dark cover stock appear two jobs from our old friends, Biggers of Corsicana and Hal Roorbach Who Prints, Ennis, Texas. The jobs are on the original stock, and have but one corner pasted. The Roorbach job is a memo head; the Biggers' Print Shop job is such as adorn its private check-book. Isn't Mr. Biggers afraid of spreading his blank checks thus freely around? Neither job, despite all the trouble taken to show them, is at all remarkable as to color-scheme, as is so much of the work of those who used to work for Hal Marchbanks. And they, by no means, give an idea of the excellent typography that has emanated from both shops.

Here's a booklet with a purple cover, ornamented with white art-nouveau of the newest style—that which brings in ivy leaves, and is a slight departure from over-conventionality. This booklet advertises the Cosmopolitan series of the Inland Type Foundry, and gives various pages showing its wide range of utility. It's a handsome running letter, this Cosmopolitan, and takes the place of script in many a job where it used to be thought that script was absolutely necessary. But then it has many a use—many a modern use—many an advertising use—to which script was never supposed to be put. It's an all-around modern letter, the Cosmopolitan, and many of its possibilities are shown in this handsome booklet.

The wide range of samples submitted by E. Fred Rowe, with the printing department of James Vick's Sons, seedsmen, Rochester, N. Y., have the prevailing characteristic of neatness. This has long been a feature of Vick's Garden and Floral Guide. So good was the typographical appearance of this catalogue that Rochester folks seem to have persuaded this great seed house to do a little job printing as well.

The Sacramento (Cal.) *Record-Union* runs a paragraph on advertising of considerable length on either side of its heading, day by day. I am naturally flattered at having my remarks frequently quoted in these panels.

Exquisite as was the calendar of the American Colortype Company for 1904, it is fairly surpassed by the 1905 six-sheet art calendar, 16x12 inches, with its wide green margins, and green month-cards. My copy came to hand—very appropriately—about the 17th of March. The reproductions of oil painting and water colors, which comprise the pictures in this setting, are indeed magnificent—and show how wonderfully the art of color-engraving and printing has advanced in but a little while, since it was possible to do any kind of good through its means. On the opposite sides of the calendar are well suggested the great variety of commercial subjects which are effectively reproduced by the colortype process. The trite term, "a work of art," is truly appropriate when applied to such a calendar as this, which may, however, lose some of its advertising force by being appropriated for parlor rather than office use.

I observe that the exigencies of space required that some of my comments on the book of Dell Shaw were omitted from the March number. The condensation to which the latter portion of my remarks was necessarily subjected choked me off to such an extent, in what I meant to say, that I would fain give the original wording of what was cut down to half a stick. It is as follows:

In giving so large a space to Mr. Shaw's effusion I did not intend to endeavor to place his toes in the same crack with Shakespeare, or Longfellow, or even Alfred Austin. I do not even intend to affirm that he has, as yet, mastered the art of verse-making. Neither Mr. Shaw nor I are poets, and the advertising work we have both done in verse may be very poor poetry, but yet may have its place in the realm of publicity. I once wrote some advertising verses for a firm for which I had done a great deal of hard prose, which was warmly appreciated by them. However, they objected to my poetical effusions as being "doggerel." But I believed in those verses from the standpoint of publicity. And after they had used them, under protest, they wanted me to do some more, because they appealed to the public and helped, in connection with the other advertising, to sell goods. They were undoubtedly like Mr. Shaw's verses in being "doggerel," but for that matter practically all the advertising verse that has been written, to say nothing of other verse, is likewise appropriately designated by this expression. Although I am not a poet I have drawn pay from leading literary magazines as a critic of poetry, but I am not expected to make this department anything but a medium for the criticism of publicity. I know that my poetic taste (which is probably not so bad, as I am a warm lover of what the most of the best critics of literature consider the best in English poetry) was not offended by Mr. Shaw's verses, poor as they are from a poetic standpoint. I read the entire volume through and enjoyed it, although I do not know any of the parties mentioned and had never heard of any of them before, except our old friend Yankee Doodle. The fact is that Mr. Shaw was able to sell in a short time twenty-five dollars' worth of these little pamphlets, relying for his remuneration solely on this sale, and not on the advertisers. I know that my poem, which I would not presume to say was a whit better than Mr. Shaw's, was an appreciated bit of supplementary publicity, and was undoubtedly very widely read and quoted. I am sure that there are hundreds of men in Mr. Shaw's position who can write as good verse as either of us, to whom this detailed description of Mr. Shaw's booklet will serve as a hint in the securing of special advertising, as well as in doing what Mr. Shaw has done. A great many persons have said that advertising in verse does not pay, but it seems to me that "Sunny Jim" and the "People of Spotless Town" have been a considerable force in selling Force and Sapolio. I have met many persons who have recited almost the entire series of the Force and Sapolio jingles, who had claimed that they never paid any attention to advertisements. I heard one gentleman, to whom the Force folks owed his purchase of a package of that compound, remark in all seriousness (he was a very serious gentleman) that he liked the stuff well enough, but he did not see as he felt any pleasanter or sunnier than he had when he was eating plain oatmeal. A great deal of poetical advertising is not poetry and a great deal of it is not advertising. But if it is advertising—as to the poetry part, wot t'ell?

Every newspaper man should remember that in his news, local, editorial, advertising and all other departments, it is the highest aim and the most success-bringing object and mission of the newspaper to get into the homes, lives and hearts of all the people, to interest, to inform, to entertain, to win and to influence.

NEWSPAPER CRITICISMS

BY O. BYRON COPPER, DE SOTO, WIS.

Address all Communications for this Department to De Soto, Wis.

If we were asked, "What feature is the most important to the success and popularity of a weekly newspaper?" our answer would invariably be, "The establishment and maintenance of a department of local correspondence." Many publishers of weekly newspapers have discovered the importance of this feature, themselves, but have likewise found the retention of a competent corps of local correspondents, who will send in the news of their respective communities punctually and regularly each week, a most difficult matter, so that the subject of maintaining such a department has become a question of considerable speculation.

Undoubtedly the most successful plan, where the credit side of the loss and gain account will admit, is to pay cash for the work at the rate of from twenty-five cents to a dollar the column—according to the wealth of the firm—in addition to furnishing the correspondent with a complimentary position on the mailing list, together with requisite stamps and stationery.

Another plan which has been tried with more or less gratifying results by some of the less prosperous publications, is the offering of first, second and third prizes—dictionaries, or some such articles—to be awarded at the end of the year to the correspondents furnishing the three longest "strings" of news, it being clearly stipulated that the editorial prerogative to curtail, or cast out entirely, any or all undesirable items shall be freely exercised.

In the event of the inauguration of either of these plans, or any other plan, the publisher of a weekly newspaper will find it profitable to print and mail personally to each of his local news-mongers, three or four times a year, at least, some such a circular letter as the following:

EDITORIAL ROOMS
DE SOTO ARGUS

De Soto, Wis., February 20, 1905.

.....

.....

Dear Correspondent.

We take this opportunity of thanking you for the excellent service you are rendering the De Soto *Argus*.

The success of our paper, while perhaps nothing to boast of, yet, under the circumstances has really been phenomenal, considering the fact that there is now over 50 per cent more subscribers on our list than at this time last year.

The paper is freely conceded "the best in the two counties," and we are fully assured that our faithful corps of correspondents have largely contributed to our success by their unexcelled news-letters.

The local news service of the De Soto *Argus* is easily the best of any of the newspapers of Vernon and Crawford, because it is the only paper in its field making a specialty of local news.

You are one of our "news specialists," and we hope you will stay with us, indefinitely, sending in all the news from your locality, regularly, each week, to reach this office not later than Tuesday noon. Write lengthwise upon one side of the paper only, and use great care in the inscription of proper names.

We shall endeavor to make your association with our paper pleasant and profitable. Wishing you success and happiness, we remain, Yours truly,

.....Editor.

This will serve to cheer up the correspondent somewhat, and tend to alleviate the monotony of his irksome task. It will further cause him to have a greater respect for his work, realizing more thoroughly its utter importance, which in turn will cause him to be more punctual with his weekly newsletter.

North Star, New Richland, Minn.—That strikes us as a unique name! But the title line can be greatly improved by the removal of something like half the space between the words, routing out the period at the end and then adding neat little squares at either side containing some of the *Star's* familiar "war words"—all papers have their slogans nowadays. The *Star* is a five-column quarto, with ready-printed interior pages; the presswork is well executed, while the advertisement composition shows genius and many good serviceable faces; an abundance of the paper's space is occupied by displayed matter, and deplorably the biggest half of the front page. Editorial work and contents are commendable.

Herald, Harvard, Ill.—It is seldom this department is favored with publications so nearly correct in every detail as is this twelve-page, six-column weekly. The first page consists exclusively of six columns of straight news matter, and the makeup throughout is strictly all right. The headings are entirely in Gothics and the general typographical styles are quite unimpeachable. That the advertisement patronage is liberal is proved by the following extract from this paper's editorial columns:

"The work of setting advertisements for this week's *Herald* has been unusually large, calling for the setting up complete of 20 columns, or three and one-third pages. This is a volume of labor that can be equalled by few country printing offices, and it was all done without the aid of extra help. The number of columns of advertising in this issue is 40, one-half of which are new or changed ads."

And indeed for such a volumne of work the *Herald's* ad compositors have done well. Generally more attention has been given to effect neatness of design and forcefulness of display than to elaboration, which is commendable. (No. 1.) News service and editorial work are excellent, as is also the impression.

Kansan, Concordia, Kans.—Gomer T. Davies is the publisher of this "Sunflower" representative, and an enterprising publication it is too. Prior to last Christmas, single editions consisted of four quarto and folio sections, aggregating 144 columns, of which it is a safe estimate that over 50 per cent was occupied by the advertisements of Concordia business men and merchants. Stretching across the upper

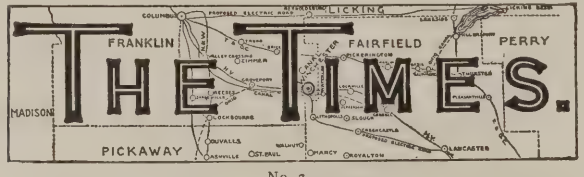
portion of the front page of each section of this mammoth edition, was this generous statement: "Concordia Stores are Overflowing with Many Good Things for Christmastide—Read Their Messages." It does a publisher good to say nice things like that about his home merchants. These multi-sectioned editions of the *Kansan* gotten out just before

SPECIAL
Over 300 patterns of Pocket Knives just received this week. Special low prices during the holidays. :: :: :: :: ::
Reduced prices during the next three weeks only on Eldredge Sewing Machines — the best in the world. :: ::
Marshall Bros.

No. 1.

Christmas were well written, well set, well made up and well printed, and the whole a credit to the shop that produced them.

Times, Canal Winchester, Ohio.—This, as a weekly newspaper, is something out of the ordinary. It possesses several commendable features, as well as a few less commendable; but as the former seem to outweigh the latter, we shall begin by pronouncing it good. One of the editions before us



No. 2.

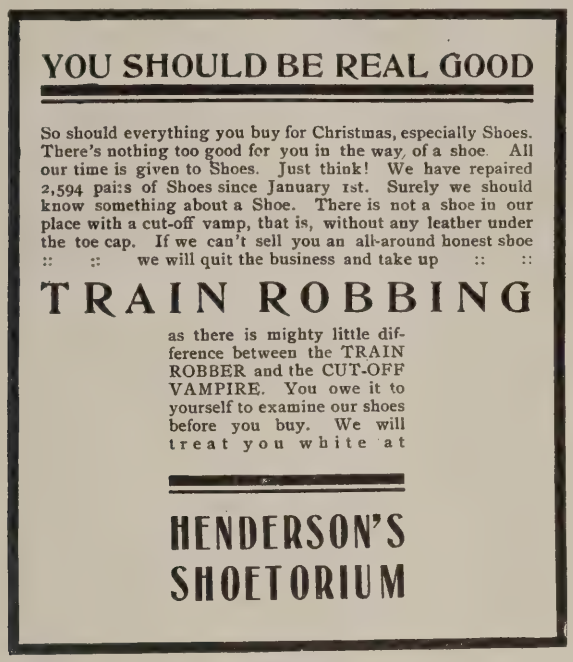
is comprised of twelve, seven-columned pages, while another edition consists of but eight, therefore the size of the editions evidently varies, as is the case with so many of the modern publications. The heading of this sheet is of such a unique design that we are not going to attempt to describe it, but rather will reproduce it (No. 2) so that all may see for themselves. The makeup of this publication is strictly in harmony with our own ideas—the entire front page being entirely free of displayed matter, and that of the other pages being assorted and arranged to the right hand side of the page. Another feature, which we have prefatorily endorsed, is the abundance of local correspondence news appearing in this sheet; but a more modest and less bold letter for the headings of the various localities would be most advisable. Still another admirable feature noticed in the *Times* is an epitomized summary of the special features of each issue neatly arranged in a prominent position on the introductory page, and the *Times* makes special features of such articles as: "Deep Sea Fishing at San Diego," "A Christmas Mother Goose Play," "The Simple Life," "Address on Advertising," "Correct English: How To Use It," "History of Methodism in Pickerington," etc., all of which looks like a new precedent for weekly newspapers. Aside from these special articles there is an abundance of local and personal news, and withal the *Times* is a "whole lot" of reading matter for a dollar a year. The editorial and reportorial labors on this publication are first-class, and all mechanical points are up to good, serviceable standards.

Enterprise, Waxahachie, Texas.—The copy at hand of this "enterprising" publication consists of parts one and two, a six-column quarto comprising each part. In the main this paper is deserving of considerable praise, for there is an abundance of reading matter within its pages, and that it is appreciated by its home town is attested by the volume of advertising accorded it, quarter-page, half-page and full-page ads appearing on every leaf. The makeup generally is correct, but in so large a sheet the appearance of displayed advertisements on the initial page is hardly excusable. The contents of the *Enterprise* merit our approval, especially the plentiful news articles and editorials. The ad man has an ample sufficiency of up-to-date material at his disposal to successfully carry out good, strong advertising effects; but the pressman must exercise more care with his impression, which is decidedly uneven.

Evening Sentinel, Sedalia, Mo.—In point of contents, news service, editorial and reportorial departments, etc., this regulation seven-column quarto daily is quite creditable to a city the size of Sedalia, Mo. It is chiefly defective from an æsthetic point of view. If we were running a daily paper even in one of the smaller cities, we should take as our model and example some such a high grade publication as the Chicago *Tribune.* We would have before us then the most able editorial styles and policies, the best methods of putting the news before the public, and the most pleasing typographical styles of headings and makeup. The advertising patronage accorded the *Sentinel* is liberal and the compositor has lent to the ads a bold, metropolitan effect. The press work is as good as the average, while the makeup is somewhat promiscuous in style, and the lockup, (judging from gapping corners and joints in the rule work,) somewhat careless. Why it is that Gothic Condensed is so universally used as a head letter on both daily and weekly papers is a fact beyond our comprehension. Situated amongst a mass of Roman body matter there is no other face that can produce such a contrasted unsightliness and inharmony to the really artistic eye as can a couple of lines of Bold Gothic Condensed set stair-step style. In almost any type founder's catalogue may be found a thousand specimens of desirable faces for headlines and among that number a thousand more desirable, and quite as serviceable, as the Gothics, which are always included therein.

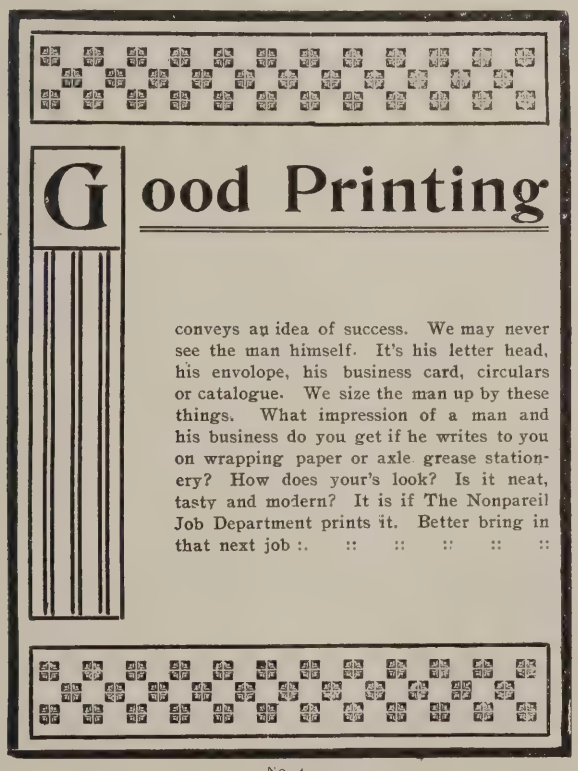
Messenger, Neponset, Ill.—This six-column quarto weekly began last December issuing entirely from the home office, with home news on every one of its eight pages. Unfortunately, in the copy at our elbow we can find precious little to praise. In the first place, four and a half columns of the initial page are given up to boldly displayed advertisements, leaving only about a column and a half reading matter thereon. Of course, we can readily see that all the other pages are equally well crowded with advertising matter, but where the advertising support is so great that is just the time the publisher can best afford to add an insert to his sheet, to obviate the undesirable necessity of spoiling the face of his paper with a lot of displayed ads. One of these ads—the full page "Szold" ad—is much better than any of the others, although that of Carpenter & Bowen, on the first page, has

its redeeming features. Contents of this issue is not so bad, perhaps; but even that is not complete. Notwithstanding the foregoing strictures, the Neponset *Messenger* has the aspect of prosperity about it, and if the management is making it pay, that is perhaps the most important matter,


YOU SHOULD BE REAL GOOD
So should everything you buy for Christmas, especially Shoes. There's nothing too good for you in the way of a shoe. All our time is given to Shoes. Just think! We have repaired 2,594 pairs of Shoes since January 1st. Surely we should know something about a Shoe. There is not a shoe in our place with a cut-off vamp, that is, without any leather under the toe cap. If we can't sell you an all-around honest shoe :: :: we will quit the business and take up :: ::
TRAIN ROBBING
as there is mighty little difference between the TRAIN ROBBER and the CUT-OFF VAMPIRE. You owe it to yourself to examine our shoes before you buy. We will treat you white at
HENDERSON'S
SHOETORIUM

No. 3.

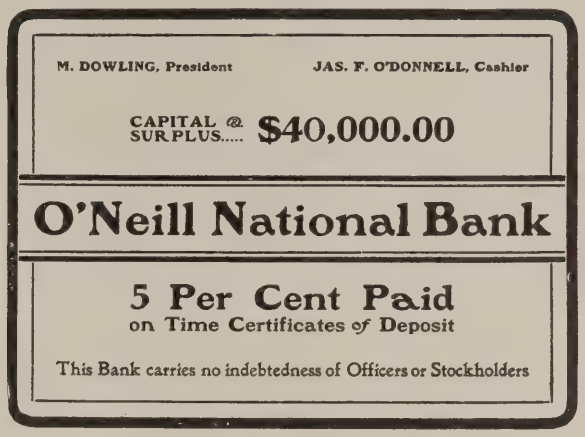
after all. However, if everything cited as wrong, were right, who can say that the editor's income would not increase as a


Good Printing
conveys an idea of success. We may never see the man himself. It's his letter head, his envolope, his business card, circulars or catalogue. We size the man up by these things. What impression of a man and his business do you get if he writes to you on wrapping paper or axle grease stationery? How does your's look? Is it neat, tasty and modern? It is if The Nonpareil Job Department prints it. Better bring in that next job :. :: :: :: :: ::

No. 4.

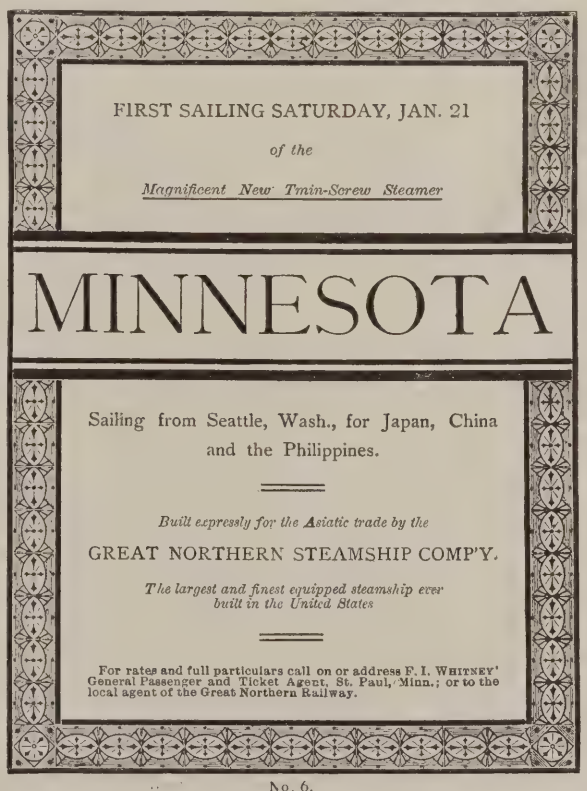
consequence. Profit by a perusal of this and other trade journals.

Nonpareil, Central City, Neb.—There has been a change in this publication since our review of it, last November, and that change is most gratifying to us inasmuch as that it is right in line with our suggestion in the aforesaid review. The only displayed advertisement now in evidence on the opening page is a three-inch single column dentist's card—not very boldly displayed—which can easily be pardoned. Every other column of the initial page begins with a neat double-deck heading in Howland and Taylor's Gothic. The sub-pyramids in these would appear better if opened with one lead, rather than solid. In our forementioned previous review of this publication we summed up the commendable


M. DOWLING, President
JAS. F. O'DONNELL, Cashier
CAPITAL & SURPLUS..... $40,000.00
O'Neill National Bank
5 Per Cent Paid
on Time Certificates of Deposit
This Bank carries no indebtedness of Officers or Stockholders

No. 5.

features, and we are pleased to note that all of these have been well maintained, including the skillful ad compositor, of whose work reproductions 3 and 4 are specimens. It is a wonder to us, however, how so well established an artist as this display man, can bear to allow the department heading over "Local and Personal News" go in such a dilapidated


FIRST SAILING SATURDAY, JAN. 21
of the
Magnificent New Twin-Screw Steamer
MINNESOTA
Sailing from Seattle, Wash., for Japan, China and the Philippines.
Built expressly for the Asiatic trade by the
GREAT NORTHERN STEAMSHIP COMP'Y.
The largest and finest equipped steamship ever built in the United States
For rates and full particulars call on or address F. I. WHITNEY' General Passenger and Ticket Agent, St. Paul, Minn.; or to the local agent of the Great Northern Railway.

No. 6.

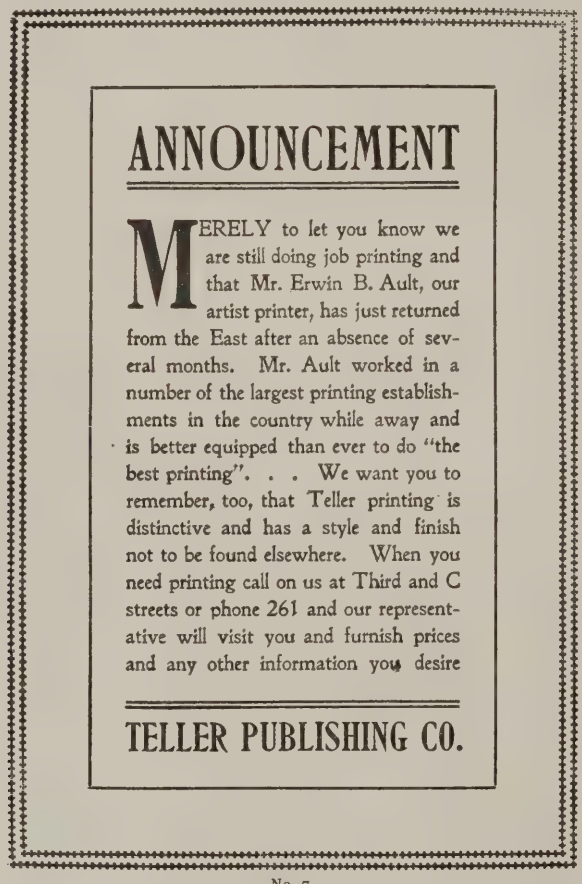
fashion. Editor Taylor still keeps up his bright, entertaining editorial columns, and the makeup likewise persists in putting those brass dashes between local items. The impression on this sheet is just as good as ever, as is also the news features and contents. The business directory is a neat feature.

Frontier, O'Neill, Neb.—This publication is not a stranger to readers of this department, having received review in our December (1903) instalment. All the good features then commended are yet in evidence, and we show a couple of handsome ads taken from its columns. (Nos. 5 and 6.) The former is a neat piece of composition and the latter is remarkable chiefly in its neatness and striking resemblance to the title page of some book of the mediæval time. As remarked in our previous review of this weekly, its advertising patronage is exceptionally liberal, and from the following rate card we note that "advertising pays" in the *Frontier,* a whole lot better than it does in our part of the world.

ADVERTISING RATES.

Display advertisements on pages 4, 5 and 8 are charged for on a basis of 50 cents an inch (one column width) per month; on page 1 the charge is $1 an inch per month. Local advertisements, 5 cents per line each insertion.

Teller, Lewiston, Idaho.—A remembrance of this paper, too, is salted away somewhere in our sub-conscious mind.


ANNOUNCEMENT
MERELY to let you know we are still doing job printing and that Mr. Erwin B. Ault, our artist printer, has just returned from the East after an absence of several months. Mr. Ault worked in a number of the largest printing establishments in the country while away and is better equipped than ever to do "the best printing". . . We want you to remember, too, that Teller printing is distinctive and has a style and finish not to be found elsewhere. When you need printing call on us at Third and C streets or phone 261 and our representative will visit you and furnish prices and any other information you desire
TELLER PUBLISHING CO.

No. 7.

It is an all-around praise-deserving six-column semi-weekly. We were most interested in the displayed announcement shown as reproduction No. 7, which having been set by "our artist printer," Mr. Erwin B. Ault, himself, proves that he is nothing less than what his employers term him—an "artist printer." The *Teller* is a creditable publication, and claims to be "the oldest paper in north Idaho." We were "acquainted with Mr. Ault a few years ago when we were both mixed up in amateur journalism, and we are pleased to note his success as a typographer.

Evening Tribune, Fremont, Neb.—Oh! Here is a daily newspaper from that rich western state, which, by the way, is gaining an enviable reputation for the possession of an up-to-date press, that dares to step beyond precedent and comes out with unorthodox, but nevertheless beautiful and pleasing, styles of its own! This issue on our desk consists of twenty-four seven-column pages, all replete with an abundance of entertaining reading matter and a maximum amount of advertisements. The former is emphasized and decorated with heads paneled and set in Bradford or McFarland O. S. and dotted with fine half-tone cuts. The advertisement composition represents the highest possible achievement in the art of typography. (No. 8.) This was, of course, a special edition—"Improvement Edition"—being the *Tribune's* annual review, or record, of the building improvements made in the city and county during the past year. In speaking editorially of this special effort, the *Tribune's* editor says in part:

"The production of an edition of this sort involves a large amount of expense and labor. To turn it out along with the regular editions of the *Daily Tribune* has required a large and faithful force. A 24-page edition like this is more pretentious than any ever before printed in Fremont. It must be admitted it has in some degree an air of metropolitanism. As usual in such cases, we have had more advertising patronage than could be accommodated. It is this generous recognition of the *Tribune* as an advertising medium and as a creditable exponent of the city and community in which it is published that makes it possible to send out a paper of such quality and quantity."

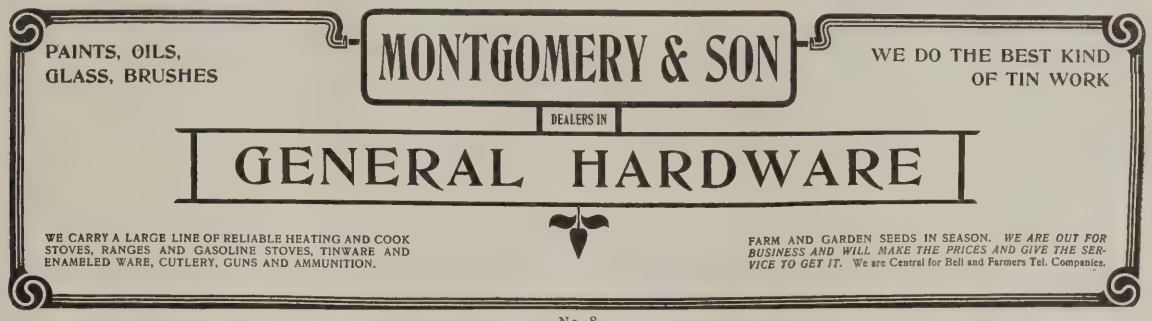
Well said, Mr. Editor. How truly a newspaper is the reflection of the character of a town's busines men!

Gazette, Stillwater, Minn.—In our department for last October we were called upon to comment on the world's fair edition of this enterprising daily, and now we have a copy evidently of the regular edition. With the exception of the ads on the front page, we can endorse and, moreover, commend everything about this publication. It is a high-grade, clean, dignified sheet, enjoying the best of everything, evidently, that contributes to good newspaper making. During our comment aforementioned we showed therewith a specimen full-width heading from this publication, and with these remarks we present two more heads set full width of the page, which are even more handsome than that formerly reproduced. (Nos. 9 and 10.)

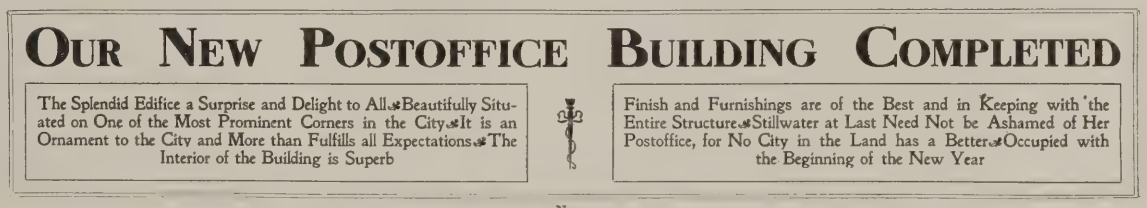
Breeze, Bolivar, N. Y.—This six-column, twelve page weekly by John P. Herrick, purports to be "A Foremost Country Paper." In point of contents the *Breeze* is highly commendable, and by a few minor changes could immediately rise to the "perfect" standard. The introductory page is made up chiefly of headed news-articles; but the mistake here is the commencing of each column with a large sub-headed headline. Let only every other column begin with one of these, allowing the intervening columns to begin with straight matter, or head lines of less prominence, placing the next heavy head line about the middle of the column. The few ads on this front page, too, can easily be eliminated. There is a gratifying abundance of "Vicinity Letters—Interesting news from towns in the *Breeze* Parish"—and an equal ample sufficiency of local and county news. Besides these departments there are the editorial columns—brief in this issue however—plentiful plate matter, and a generous advertising support. Presswork and ad composition are up to the average.

Sunbeam, Wood River, Neb.—Above we just had a little "Breeze" from New York, and now here's a Nebraska "Sunbeam." This is a seven-column quarto weekly, having the appearance of being readyprinted on the interior and exterior,

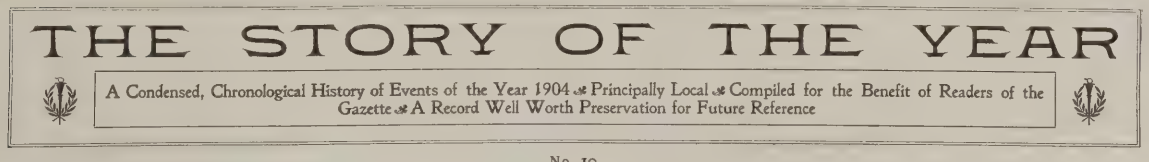
the two pages four and five evidently being the only product of the local office. These last mentioned two pages, however, are far superior, as to ink and impression, and although there are but two pages, the contents in interest and volume seem to equal that of many quartos. Something over seven columns of these two local pages are devoted to displayed advertisements which are fairly well set and arranged. The initial "F" in the "Rounds & Williams" ad was exceptionally unique. "Little Sunbeams," as the local news items in this publication are headed, are plentiful, and then there are several headed news articles together with some "County News" and a department of "'Personal Mention." We like the makeup of these pages first rate.


PAINTS, OILS, GLASS, BRUSHES
MONTGOMERY & SON
WE DO THE BEST KIND OF TIN WORK
DEALERS IN
GENERAL HARDWARE
WE CARRY A LARGE LINE OF RELIABLE HEATING AND COOK STOVES, RANGES AND GASOLINE STOVES, TINWARE AND ENAMELED WARE, CUTLERY, GUNS AND AMMUNITION.
FARM AND GARDEN SEEDS IN SEASON. WE ARE OUT FOR BUSINESS AND WILL MAKE THE PRICES AND GIVE THE SERVICE TO GET IT. We are Central for Bell and Farmers Tel. Companies.

No. 8.


OUR NEW POSTOFFICE BUILDING COMPLETED
The Splendid Edifice a Surprise and Delight to All. Beautifully Situated on One of the Most Prominent Corners in the City. It is an Ornament to the City and More than Fulfills all Expectations. The Interior of the Building is Superb
Finish and Furnishings are of the Best and in Keeping with the Entire Structure. Stillwater at Last Need Not be Ashamed of Her Postoffice, for No City in the Land has a Better Occupied with the Beginning of the New Year

No. 9.


THE STORY OF THE YEAR
A Condensed, Chronological History of Events of the Year 1904. Principally Local. Compiled for the Benefit of Readers of the Gazette. A Record Well Worth Preservation for Future Reference

No. 10.

LET THERE BE HEAT!!
And there will be plenty of heat if you will let us furnish you with some of our new up-to-date
STOVES!
We have a full line of heaters, ranges and gas ranges. We invite you to come and inspect them.
J. BOHLANDER & SONS.

No. 11.

Another Superb Design From The Hinsdale, (Ill.) Doings.

Deutsch Amerikan. Farmer, Lincoln, Neb.—We have before us a copy of this important German publication. It claims to be the leading German farm paper in America and it ought to be an excellent advertising medium. Typographically and mechanically the *Farmer* is neat and well executed, "the only one with a paid-in-advance circulation." As such and carries an abundance of advertising matter.

Papers received up to date and which are being held over for our May department are as follows: *Soundview,* Olalla, Wash.; *Register,* Stanton, Neb.; *Argus,* Albion, Neb.; *Enterprise,* Alma, Kans.; *Tribune,* Holton, Kans.; *Sunday Cosmopolitan,* Sherman, Texas; *Republican,* Vermillion, S. D.

THE NATIONAL REPUBLICAN EDITORIAL ASSOCIATION.

The National Republican Editorial Association met in Washington, D. C., indulged in a very excellent program, were received by President Roosevelt, entertained by Vice-President Fairbanks and Senator DePew and elected the following officers for the ensuing year: President, William S. Cappeller, of the *News,* Mansfield, O.; first vice-president, George C. Rankin, of Monmouth, Ill.; second vice-president, Joseph M. Chapple, of Boston, Mass.; third vice-president, Lewis McKinstry, of Fredonia, N. Y.; fourth vice-president, Stuart F. Reed, of Clarksburg, W. Va.; fifth vice-president, E. H. Morris, of North Carolina. A. O. Bunnell, of Dansville, N. Y., was re-elected secretary and treasurer.

There was no boom started for any one for President in 1908. This was a false report that in some way found its way into the Associated Press report. W. S. Capeller, a Past President of the National Editorial Association, will make an excellent President. While he is now always first an editor and publisher, he is also by habit and long practice, a politician. He would no more, than any of the gentlemen associated with him, use a convention of the National Republical Editorial Association to boom the interests of a possible Presidential candidate than they would use the National Editorial Association, which is wholly non-partizan, to advance the interests of any party.

The Coshocton, Ohio, *Daily Age* in commenting on this incident, says:

"It did not take the Mansfield editor long to see the injustice of the canard and he as quickly set the matter aright before the country, incidentally making known his

own preferences and convictions in the plain and straightforward way that has been his life practice. This is one of the characteristics that have endeared W. S. Cappeller to the hearts of all men who prize friendship as a virtue. Loyalty to friend is a part of his creed, and in his friendships, faith is never shaken.

Mr. Cappeller never speaks but what he says something, and there is never ambiguity in what he says nor need of an interpreter. There is no wonder then that his recent utterance in Washington was carried all over the continent by the Associated Press and that it awakened favorable comment everywhere.

Few men in private life are more widely known than W. S. Cappeller, and it is no exaggeration to remark that he is a state and national character who in his active career of public usefulness, although a little past sixty, could not be estopped even by Dr. Osler's most strenuous efforts with his chloroform bottle.

THE PRINTER MAN'S JOY.

We have just received from the American Type Founders Company, a 32-page pamphlet bearing the title, "The Printer Man's Joy," and unquestionably, this is the most thoroughly finished, as well as the most artistic piece of typography which has ever been presented to the printing world either in this country or abroad. For years to come, this will be accepted as a standard by all lovers of good printing and will be treasured as such. It is printed on three grades of Strathmore deckel-edge paper and beautifully illuminated in colors.

Nothing but type has been used throughout these pages, and from cover to cover its stands for the very best in type composition and no attempt has been made to attain this result through the use of half-tone cuts or coated paper. The Chap-Book cuts used in the illustrative examples have been made from original designs drawn by Will Bradley, and these cuts are all cast in regular type moulds, being the largest individual characters cast by any type foundry in the world.

It would not be out of the way to refer to this really, as A Printer's Text-Book, for the reason that all of the examples have been arranged with a view to suggesting this type display for different forms of regular commercial advertising. As a matter of fact these will be used by many printers as copy, with some slight changes, for use in their own printing, or that of some of their customers.

Much of the text in *The Printer Man's Joy* is in reality good literature. We would call attention particularly to the following extract on "The Science of Advertising," which is reprinted from the last page of *The Printer Man's Joy:*

"The Science of Advertising is advancing with rapid strides. Big business houses, appreciating its great value, make of it a distinct department placed in charge of the brightest men obtainable. These men are no longer contented with ordinary type display, but demand special illustrations and embellishments; these the printer must be able to supply or the trade will go to the engraver or designer. The examples in this book show how matter can be written up to an illustration and how much such illustrations attract the eye. If you want to reap a good harvest, and rake in the business that is your due, don't cling to obsolete methods. New types and new decorative material furnish the best whetstone for your scythe."

BUSINESS NOTES

This Department is conducted for the benefit of advertisers, and expresses their claims and views

The Star Engraver's Supply Co., of New York City, have recently established an agency in Chicago, through the Sandberg Manufacturing Co., 327 Dearborn street, for the sale of their "Glossoid" brand—trade-mark registered—of zinc and copper plates. The company also has a similar agency in St. Louis, Robert C. Nelson & Co., 608 Benoist building, to present their goods in that locality. The St. Louis agency has been established for several months.

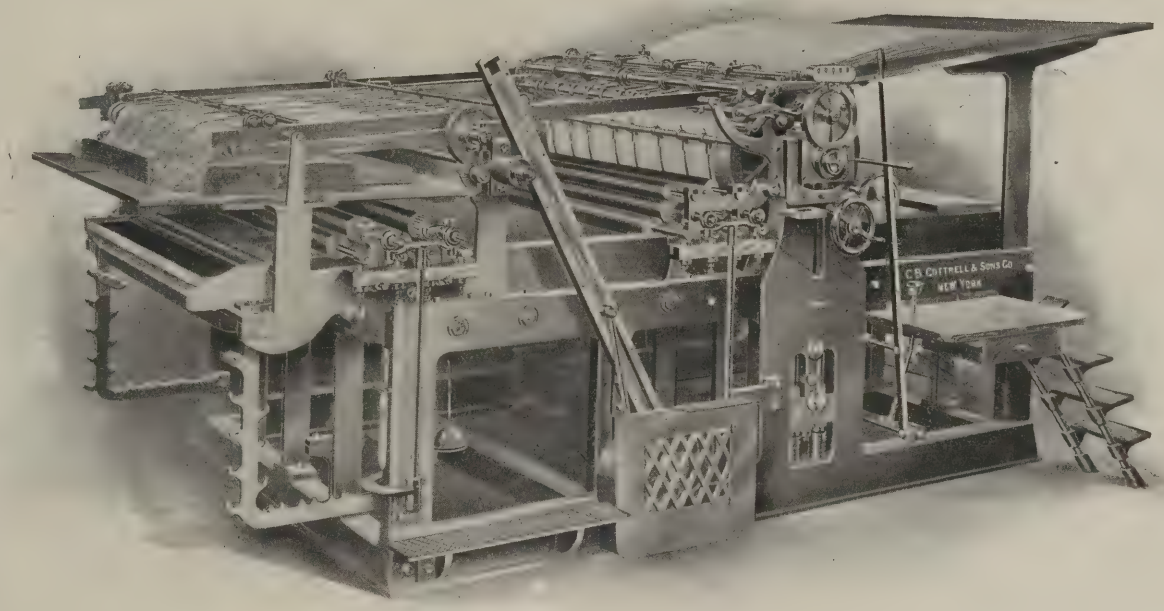
By having agencies in these two cities the company are enabled to make prompt deliveries of their goods in the great central West and Southwest.

THE PIONEER BLOCK HOUSE.

The Pioneer Block House is just now having an inning. The house we refer to is The Challenge Machinery Co., of Grand Haven, Mich., who are pioneers in the introduction of Sectional Blocks to printers and is the house that perfected the Expansion System of Printers' Blocks. It is hardly necessary to offer any argument in favor of the Expansion System, as every printer knows that in all fine register and color work this is the only practical way to handle the work. Of hooks they make a variety of styles, each one especially adapted for its own class of work. Their steel sectional blocks, which are micro-ground have long been considered by printers as a requisite in three color and label work and with these hooks form one of the greatest money-saving appliances that the progressive printer can obtain.

For real success the whole heart, energy and ability of the whole man must go into his work.

The "Cottrell" High Speed Two Revolution Press



Specially designed For the exacting demands of three color printing where perfect register is absolutely necessary. New features have been added for facilitating the production of the finest work.

¶ The press is furnished with our Patent onvertible Sheet Delivery which can be set to deliver the sheets printed side up, or it can be changed to the regular fly delivery in five minutes time. The convertible delivery is operated by a variable speed crank motion which dispenses with the fly spring, thus saving the power required to compress the spring, at the same time making the motion more simple and convenient.

NEW YORK: 41 Park Row
CHICAGO: 279 Dearborn Street

C. B. Cottrell and Sons Company

Wants and For Sale.

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office no later than the 20th of the month preceding date of publication. Cash must accompany order.

HELP WANTED

I AM LOOKING FOR A MAN—to travel and sell type. A clean, active business man with real selling ability, who lacks only a good opportunity to make a good success. Printing experience and newspaper acquaintance would be a help to him. If the right man will prove up I will do the same. I am as good at holding confidence as he is. If interested, don't waste time; tell something, or save postage. Address, A.T.S., care Nat. Printer-Journalist.

SITUATIONS WANTED

EDITOR, Paragrapher and special writer since 1892, whose ideas are conceded to have improved his papers, including two strong county seat publications, and whose personal integrity is equally indorsed, is available for the editorship of progressive daily in city of from 10,000 to 40,000. In return for congenial position, with prospect of permanency for alert, competent worker, very moderate figures will be accepted, or part of salary may remain toward an interest if desired. Address, Daily Editor, care National Printor-Journalist.

FOR SALE—PRINTING MATERIAL

FOR SALE—8 and 11 point Modern Roman Newspaper Type, new, at 25 cents per lb. EMPIRE TYPE FOUNDRY, DELEAVN, N. Y.

Oklahoma and Indian Territory Printing Plants for sale. For Bargain List, write, G. L. Drummond, Clinton, Oklahoma.

FOR SALE—10-point Simplex Machine, newspaper and book work. Used nine months. 1200 lbs. of type, about half 8 point face on a 10 point body. A bargain for immediate sale. Address T.K., care Nat. Printer-Journalist.

FOR SALE—Old established independent weekly in Western Minnesota, 6-column quarto. Only paper in town of 700. Circulation 25 quires, largest in county. Exclusive field and paying property. Prouty press, 9x13 jobber, 2 horse-power electric motor, 66 fonts type. Price $1800—$1100 cash. Good reasons for selling. Address, P.J., care National Printer-Journalist.

MISCELLANEOUS

LIVE STOCK AND POULTRY CUTS—Catalogues free if you write upon your business stationery. Chas. L. Stiles, Columbus, Ohio.

A COLD SIMPLEX STEREOTYPING OUTFIT, $17.00 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings fmade on cardboard. New stereo half-tone engraving method, no photo work, $or $1. Come and see me if you can; if not, send postage for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

THE VAN BIBBER ROLLER CO., Sixth and Vine Sts., Cincinnati, will give you *the best rollers* that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in presswork than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

ANYBODY CAN MAKE CUTS with my simple transferring and etching process. Nice cuts, from prints, drawings or photos, are easily and quickly made by the unskilled on common sheet zinc. Price of process, $1. All material costs, at any drug store, about 75 cents. Circulars and specimens for stamp. THOS. DAY, Box P, Windfall, Ind. My Simplex Mailer only $5, send for circular.

Printer's Account Book

A TIME AND MONEY SAVER

200-page book, 1,000 jobs, $3.50; 400-page book, 2,000 jobs, $5
The book measures 11¾ by 15¾ inches

NATIONAL PRINTER-JOURNALIST : CHICAGO, ILL.

The Age *of* Specialists

The Credit Specialist whose field is confined exclusively to the Paper, Book, Stationery, Printing and Publishing Trade, and the only Specialist in this field, is THE TYPO MERCANTILE AGENCY. Its Credit Books, Special Reports, Bulletins, Collection Department, and every feature, are designed to meet the special requirements of those whose customers are in this Trade.

The Typo Credit Book stands in a class by itself; it is more than a Credit Book and much more than a mere Trade Directory. It gives every firm, large and small, in this entire Trade, with ratings for capital and credit, and street addresses in all cities. It reflects the result of constant investigations in the Trade itself, and thus indicates the undesirable customer, no matter what his capital, and points out the safe risk. The business classification is such as to give practically distinct lists of each branch of the Trade, which makes it as indispensable to the salesman as to the credit man. It is issued every January and July.

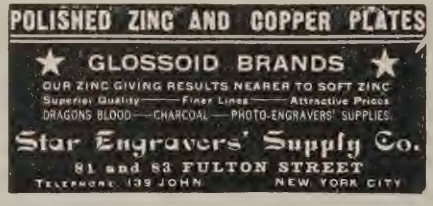
The Typo Bulletin gives all the changes and happenings in this Trade affecting credits, and in such condensed form that it saves the credit man much valuable time in gaining these facts, essential to his protection. It is issued weekly.

The Typo Special Reports are prepared by specialists who have made the conditions in this Trade their special study. They contain the Typo records, and the facts given and deductions drawn are based upon information gleaned with the greatest care through local, general and trade channels. The special feature which makes them superior to every other report is their exhaustive Trade investigations, which show the past experience of others. They are issued in answer to inquiries.

The Typo Collection Department offers the most effective as well as the most economical method of dealing with delinquent debtors and collecting doubtful accounts. Knowledge of these debtors gives the Department every advantage, and its special position in the Trade forces many a worthless debtor to pay a just account otherwise uncollectable. Many slow accounts may be collected promptly and at nominal cost through the Typo Drafts.

The Typo Service meets every requirement, and the testimony of Subscribers of years' standing is indisputable evidence that the Service is unequaled.

THE TYPO MERCANTILE AGENCY
General Offices, 87 Nassau St., New York City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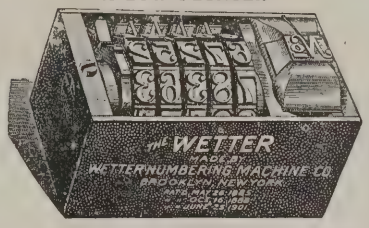
Good in any State.

By D. M. BUTLER
Editor Nebraska *Legal News.*

Send for a copy—25 cents—to LEGAL NEWS, Lincoln, Neb.

THE ONLY MACHINE WITH A LOW PLUNGER



The WETTER

Is the only TYPE-HIGH numbering machine that can be worked on either a cylinder or platen press.

A TYPE-HIGH Automatic Numbering Machine. Locks up in the form like a slug or cut. No attachments of any kind are necessary to operate it. Automatic from 1 to 100,000. Will number anything. Compact and small enough to lock up with type matter permitting of Printing and Numbering at One Impression.

EVERY TYPEFOUNDER AND DEALER CARRIES IN STOCK AND ENDORSES THE "WETTER"

THE WETTER NUMBERING MACHINE CO., 331-341 Classon Ave., BROOKLYN-NEW YORK, U. S. A.

Cable Address: "WETTER-BROOKLYN." Code used, ABC, Fifth edition.

Inkoleum is a pure colorless liquid and does not affect working properties of inks like paste compounds introducing foreign matter, wax, tallow, etc., which lessens strength of color. **Inkoleum** spreads pigment evenly and gives best results. Try it and note the difference.

Ink Reducer and Dryer

INKOLEUM

THE OLDEST AND STILL THE BEST

PRICE 50 CENTS. NO SAMPLES.

Use Inks of heavy body and reduce with **Inkoleum** as paper requires. Thin inks are reduced with varnish and color weakened. **Inkoleum** will start your presses cold mornings without washup. The only reducer **sold by supply houses** everywhere. That tell's the story.

ST. LOUIS PHOTO ENGRAVING CO.

DESIGNERS AND PROCESS ENGRAVERS HALF-TONE AND ZINC ETCHING

N.E. COR. 4TH & PINE STS.

SEND FOR SAMPLES.

ST. LOUIS, MO.

For *solid cut* work on super-calendered, enameled or coated papers

ACME INK REDUCER

is *especially* good, as it immediately prevents "picking of paper" or "filling up" of fine-line cuts or small type.

JUST THE THING FOR JOB PRESSES

When running a quick drying ink, it is not necessary to "wash up" press every night. Just distribute a small portion of Acme Reducer on the rollers and you can start the press in the morning without trouble or difficulty whatever.

Leading Printers all testify to the superior merits of *Acme Ink Reducer.*

TRY IT—SAMPLE FREE—POSTPAID

ACME COMPOUND CO., ELKHART, IND.

Representative. YALE PRINTERS' SUPPLY CO., NEW HAVEN CONN.

¶ Absolute register and perfect distribution can be assured upon a Hoe Stop Cylinder Press. There are some jobs that require double rolling upon a 4 roller two revolution that can be satisfactorily run upon a six roller Hoe Stop.

¶ In a battery of four or more modern presses doing fine printing, a Hoe Stop will more than hold its own as a profit bearing proposition. High grade work cannot be fed to register beyond the capacity of a Hoe Stop.

¶ This press has six form rollers with vibrators and riders, table and cylinder distribution, roller trip, tapeless delivery, four tracks, is thoroughly built from base to feed boards. Will be erected upon your floor at our expense upon sixty days trial for $1500 (cost new $4500) with the understanding that it is to fulfill our guarantee in every particular.

Conner, Fendler & Co.,
New York City.

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U.S. COLORTYPE CO.
THE
WILLIAMSON-HAFFNER ENG. CO.
DENVER, U.S.A.

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tell you that pictures made on *Crown Engraving Plates* are exactly suited to newspaper illustrating. No blurred, imperfect or indistinct lines, no tedious or troublesome chemical processes, no time wasted, but the best, the quickest, the cheapest, the only thoroughly satisfactory method of making cuts.

¶ Used by the largest daily papers, used by weeklies; used in every State and Territory; used in every country on the Globe. Correspondence with artists solicited. For prices and detailed information,

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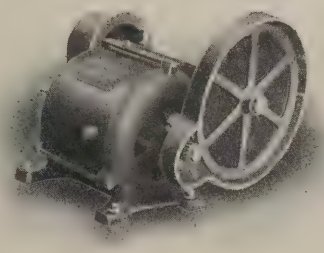

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for Compositors and Pressmen. "Helps and Hints for Printers." Thirty-two pages, 3 x 4½ inches, just right for vest pocket. Tells how to simplify advertising and job composition. How to make ready halftones, jobs, etc. A novel overlay process. Care of rollers, reviving old ones and doctoring sticky rollers A dozen or more formulas for ink reducers and dryers. Reviving copying ink and tablet glue. Making gold sizing of any ink. How to kill electricity in paper. A simple stereotyping apparatus in your own office. How to make zinc plate and the whole story of embossing. Many other valuable hints. 25 cents.

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That healthful region where the air is mellowed into genial warmth by mountain and sea, where fertile acres yield rich returns to thrift, where great ranches are being cut into small farms, where business is good, crops are sure and capital finds profitable investment. One-way Colonist tickets $33 from Chicago, on sale daily until May 15, via the

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Are Simplest and Best

They Lead the World

THE J. L. MORRISON COMPANY

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MANUFACTURERS OF

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No. 11 Thompson Wire Stitchers, power, flat or saddle, 2 sheets to 1/2 in.	$ 85.00
" 12 " " " " " " 2 sheets to 7/8 in.	130.00
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" 2 N.S Morrison, " " " " 2 sheets to 1/4 in.	80.00
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G Morrison, " " " " 2 sheets to 3/4 in.	135.00
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" 3 Boston, " " " " " 2 sheets to 3/8 in.	135.00
" 33 Brehmer " " " " " 2 sheets to 1-5in.	75.00
A " " " " " " 2 sheets to 1-5in.	55.00
G " " " " " " 2 sheets to 5/8 in.	135.00
Perfection A, Morrison Stitcher, power, flat or saddle, 2 sheets to 1-5in.	55.00
" C, " " " " " 2 sheets to 1-5in.	75.00
Hickok Round Corner Cutter, foot power - - -	40.00
Sterling Round Corner Cutter, with punch attachment, nearly new	20.00
Marshall Round Corner Cutter, foot power - - -	45.00

Paging and Numbering Machines in large variety.

Perforators—These machines when sold, overhauled, have new die plate, new strippers and new needles, so that they work practically same as new.

28-inch Franklin, foot power - - - - - -	$ 50 00
24-inch Rosback, foot power - - - - - -	50.00
20-inch Rosback, foot power - - - - - -	45.00
17-inch Franklin, foot power - - - - - -	30 00
28-inch Black & Clawson, foot power - - - -	56.00
E. J. Piper Punching Machines for power only, cheap	
Rosback Foot Power Punch, with round corner attachment -	45.00
Stimpson Bench Punch, foot power - - - -	18.00
Jones Perpetual Ledger Hand Punching Machines, each with 4 1-piece punches and die No 56. (These are nearly new machines, wholesale cost $60.00)	$50 00
Rosback Single Punch Machine, foot power, round hole punches and dies	35.00
Semple Book Trimmer, trims any book 2x3 to 13 1/2 x19, which includes all quarto Bibles, dictionaries, etc. cuts 2 piles about 6 in. high at each cut	$125.00
36-inch Hickok Ruling Machine, feint line, with receiving box	120.00

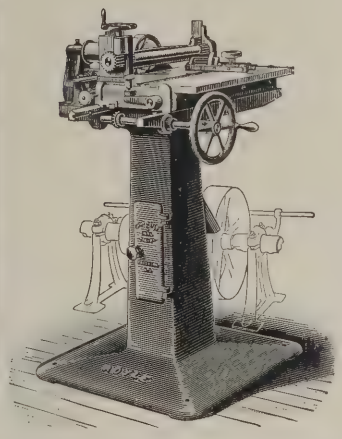
Stapling Machines—These machines are all standard makes, put in good order.

No. 1 Flat Table Lightning - - - - - -	$ 12 00
" 1 Lightning - - - - - - -	16.00
" 1 Lightning, on stand - - - - - -	16 00

Each machine thoroughly overhauled and in Good Working Order.

Factory and Salesrooms: 195-201 CANAL ST., CHICAGO

New York Store: 8 Reade St. Boston Office: 220 Devonshire St.



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From the artistic as well as remunerative viewpoint, is assured by the use of Royle Bevelers. An investment in a Royle machine always pays.

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U. S. A.

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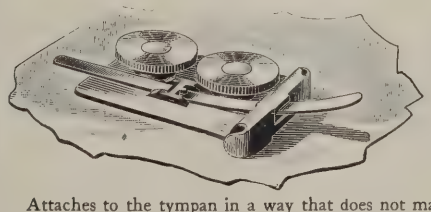
FOUR STYLES MADE IN SIXTEEN SIZES FROM 20 TO 90 INCHES LONG. WARRANTED FOR WET OR DRY GRINDING. :::: WHEN ASKING FOR QUOTATIONS SEND US LENGTH OF KNIFE (NOT WIDTH OF YOUR CUTTER)

COMPLETE BINDERY OUTFITS

The BLACKHALL MANUFACTURING COMPANY ::: 17 Lock Street, Buffalo, N. Y.

"Send us three more sets of the Double-Grip Gauge."

E. L. Freeman & Sons, Central Falls, R. I.



That is the way the orders are coming in for the new gauge that has no pin points and requires neither glue or paste.

Attaches to the tympan in a way that does not mar the impression in subsequent forms and allows unlimited adjustment in getting register.

THE DOUBLE-GRIP GAUGE.

In stock and for sale by all Type Founders.

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National Printer-Journalist Directory

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Send for Booklet 12. All first-class stationers and rubber stamp manufacturers sell these machines.

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R. A. HART, Battle Creek, Mich., job press counters, $3; joggers, $15 and up.

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BLOMGREN BROS. & Co., 175 Monroe St., Chicago. Photo, halftone and wood engraving.

GLOBE ENGR. & ELECTRO. Co., 407-427 Dearborn St., Chicago.

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MIEHLE PRINTING PRESS AND MANUFACTURING Co., main office and factory corner Clinton and Fulton Sts., Chicago.

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AMERICAN TYPE FOUNDERS Co., original designs, greatest output, most complete selection. Send to nearest house for latest type specimens.

Houses—Boston, New York, Philadelphia, Baltimore, Richmond, Buffalo, Pittsburgh, Cleveland, Cincinnati, St. Louis, Chicago, Kansas City, Dallas, Minneapolis, Denver, Los Angeles, San Francisco, Portland, Spokane, Seattle, Vancouver.

Typesetting Machines.

MERGENTHALER LINOTYPE Co., Tribune Building, New York.

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WOOD & NATHAN Co., 1 Madison Ave., New York City. Sole Selling Agent The Monotype Machine.

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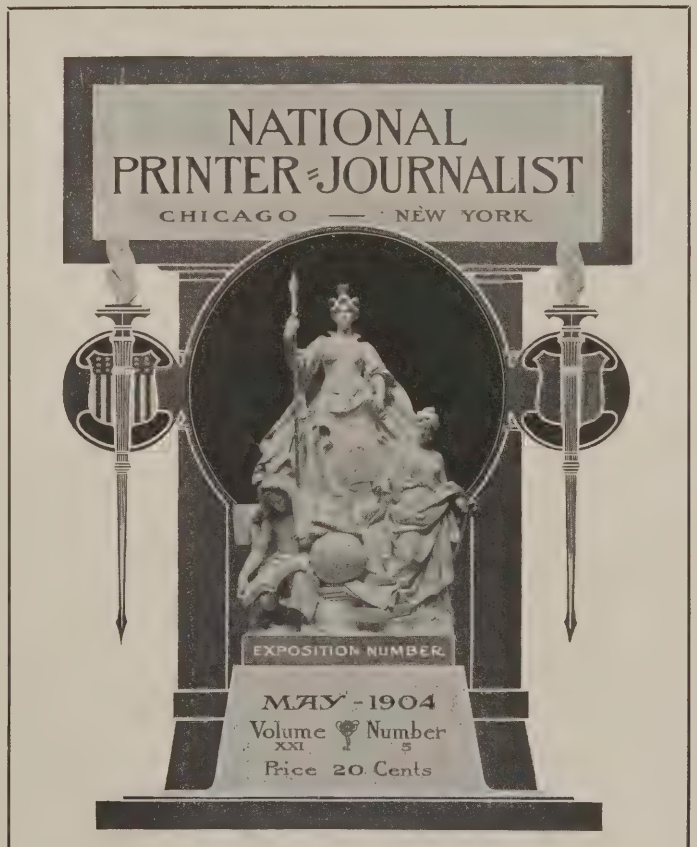
HAMILTON MANUFACTURING Co., main office and factory, Two Rivers, Wis.; eastern factory and warehouse, Rahway, N. J. Manufacturers of wood type, cases, cabinets, galleys, etc.



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Our New Sheet Delivery

Which delivers the sheet PRINTED SIDE UP or DOWN, as may be desired, we put on all our presses, with the exception of the "Job and News" and the smaller-sized "Pony." This adds but little to the cost of the press to the purchaser—and is a great convenience.

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NATIONAL PRINTER JOURNALIST

CHICAGO

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Vol. 22 MAY 1905 No. 5.

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If you want to know how to go, how long it takes, and how much it costs, with facts about resources and climate, send four cents in stamps for booklets, maps and full information.

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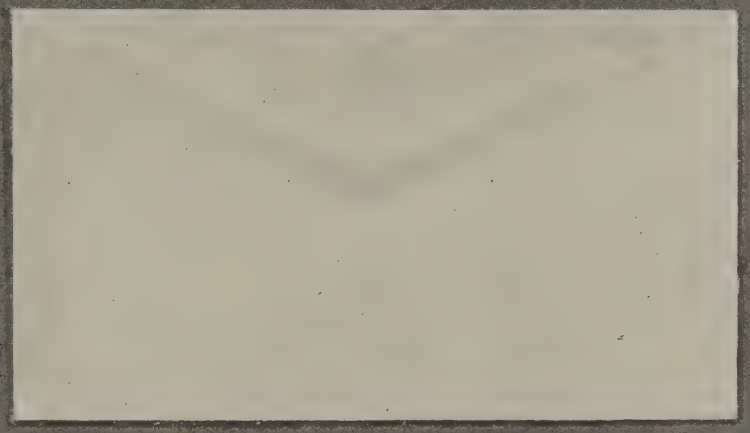

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PRICES TO PRINTERS ONLY. 5% DISCOUNT IN FULL CASE LOT.

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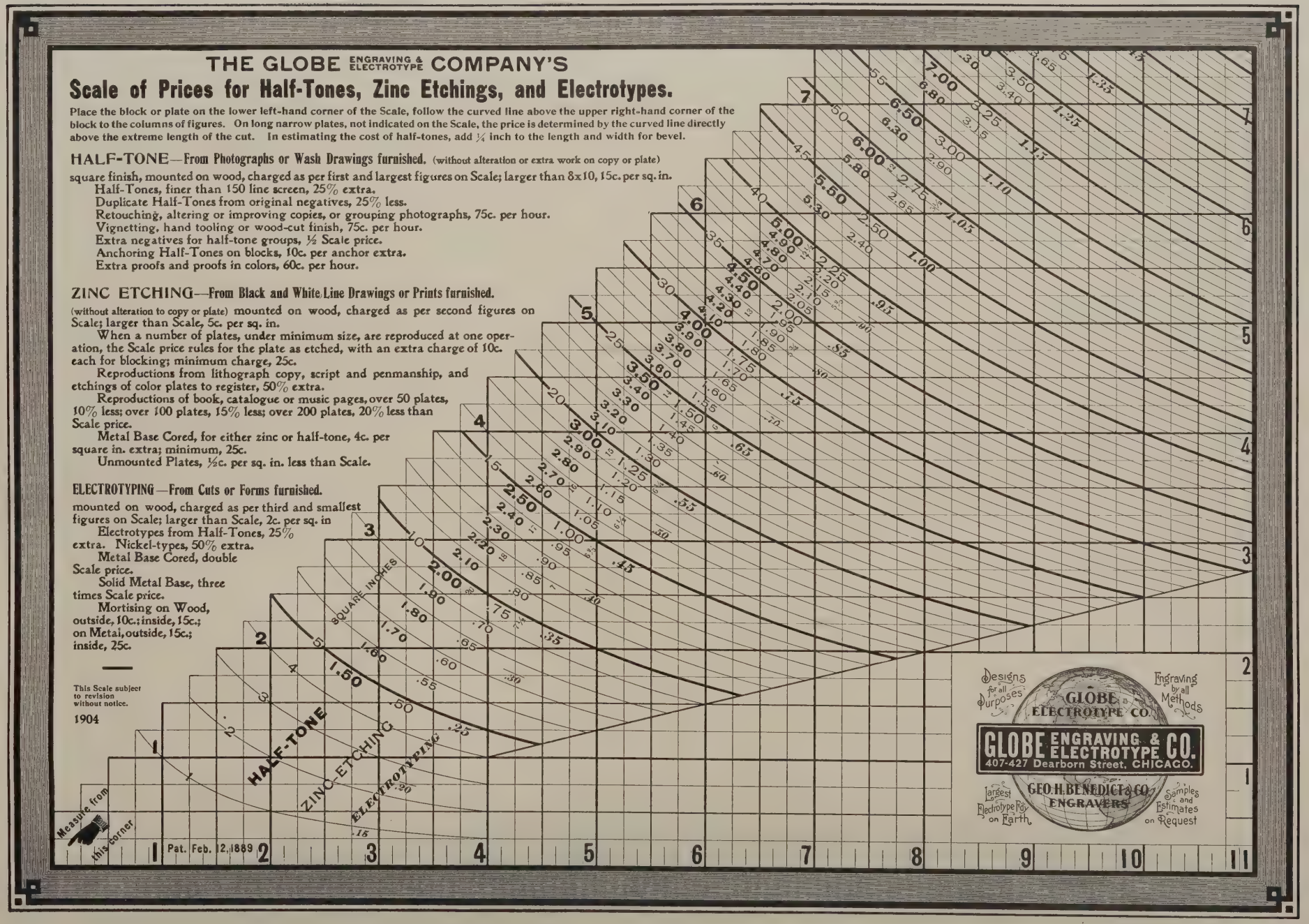
THE GLOBE ENGRAVING & ELECTROTYPE COMPANY'S
Scale of Prices for Half-Tones, Zinc Etchings, and Electrotypes.
Place the block or plate on the lower left-hand corner of the Scale, follow the curved line above the upper right-hand corner of the block to the columns of figures. On long narrow plates, not indicated on the Scale, the price is determined by the curved line directly above the extreme length of the cut. In estimating the cost of half-tones, add ¼ inch to the length and width for bevel.
HALF-TONE—From Photographs or Wash Drawings furnished. (without alteration or extra work on copy or plate)
square finish, mounted on wood, charged as per first and largest figures on Scale; larger than 8x10, 15c. per sq. in.
Half-Tones, finer than 150 line screen, 25% extra.
Duplicate Half-Tones from original negatives, 25% less.
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Designs for all Purposes
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GEO. H. BENEDICT & CO. ENGRAVERS
Largest Electrotype Fdy on Earth
Samples and Estimates on Request

Send Stamp for full size 9 x 11 Scale and samples of our work.

A Letter to Another Pressman.

Niles, Ohio, April 15, 1905

Mr. D. Thomas Pressman,
New York City,

Dear Sir:

We are in receipt of your valued favor of 10th inst., and note that you say: that you are 47, and too old to learn new presses; that the flat-bed press is good enough for you, and our new-fangled machine is only a needless trouble to the pressman who has to make it work to hold his job; that faster presses mean men thrown out of employment; that your "kid brother Peter", to whom we wrote last month, "may take up new fads if he wants to", but if he follows your advice he will stick to the old standbys which experience has found to be good.

Now Mr. D. Thomas Pressman, we are glad you wrote us so frankly and that we get a chance to have a heart to heart talk with you. We hope we may save you from becoming a fit subject for chloroform at sixty.

If you think you are too old to learn, how about old General Oyama. He is old enough to be your father, and yet he has mastered and is daily mastering the newest and most effective things in the complicated art of war, and keeping a war school for the Nations in Manchuria. You mustn't allow yourself to think that you are too old to learn, unless you are ready to take a back seat.

No press ought to be good enough for you Mr. D. Thomas Pressman. Our press is as much of an advance over flat-bed cylinders as they are ahead of the old Adams press, but even the Harris ought not be good enough to keep you from looking for a better. Always want a better. We are all the time studying to make a better press; you ought to be studying to find one, if you are working for your employer's interest and your own. If you are not willing to work to hold your job to the extent of mastering every machine that will profit your employer, why then your "kid brother Peter" or some other kid will and ought to take your job away from you. The rewards of this world are for the fellows who are always willing to take trouble, and Dr. Osler's old-age rules have no significance as to them. Of course a high-speed automatic machine which you never run will at first give you more trouble than the slow-going cylinder to whose many eccentricities and points of worry you have grown accustomed and tolerant, but *it pays to take that trouble.* Isn't it worth while not to be a back-number pressman ?

And as to pressmen being thrown out of employment, if you don't know that the number of pressmen employed has increased just as the presses have increased in efficiency, ask some one who has given the matter attention. The public uses printed matter just in proportion as you make it good and cheap.

Now, Mr. D. Thomas Pressman, you don't have to learn the Harris or be up-to-date in any way. There is another way open. You may, if you choose, buy a hammer and join the knockers. Go out and say that automatic machines are no good; say it over and over and louder and louder; make yourself believe that Harris presses are worthless. But look out that Bogy Osler doesn't catch you even before you are sixty.

Sincerely yours,
The Harris Automatic Press Co.

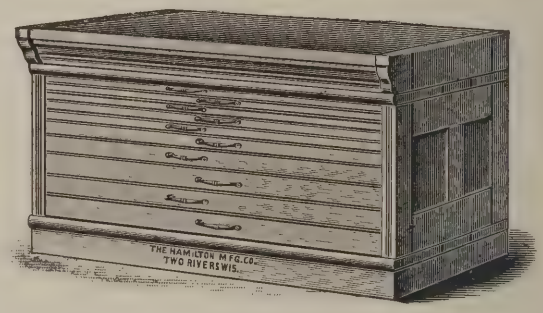
Decrease your Rent=Increase your Profits

IN THIS AGE of high rents and keen competition it is very essential that all available space be used to the best possible advantage. Realizing that these facts confront the printer at all times, especially in large cities, we have recently placed on the market an entirely new idea and a radical departure from the ordinary style of type cabinets, the

Twentieth Century Unit Type Cabinets

These Cabinets are built with the same care and embrace all the *Superior* features of construction and workmanship that has given our line of Modern Printing Office Furniture a

World-wide Reputation



A Single Unit, Style A, with Top and Base.
Occupies floor space 34½ x 20½; height with top and base as shown, 18⅜ inches.

These Cabinets are made with Steel-run construction and built in four styles of Units with choice of two styles of cap pieces. Unit A, as illustrated here, contains 10 cases of various depths. The five shallow cases at the top are made the proper depth to take type of 6, 8 and 10 point fonts, thus saving time wasted "fishing" for small type from deep compartments. The other 5 cases are made the proper depth to accomodate larger type, the lower one is very convenient for large poster fonts. Unit B, contains 8 cases. The top case is shallow, and 7 are standard depth.

These Unit Cabinets can be arranged in various ways and occupy very little space. Three Units Style A, containing a total of 30 type cases, with base and cap piece, stands only 43 inches high, representing a gain of 39 per cent. in case capacity over the best Steel-run construction heretofore made. These Cabinets will be found very convenient for placing in front of or near a window, thus utilizing space and taking advantage of all light.

A full description of these Cabinets is given in our new Illustrated Catalogue No. 13. Send us your name and the book will be sent you by return mail. We are the largest manufacturers of Wood Type in the world. Write us for specimen sheets of our latest faces. Our goods are carried in stock and for sale by first-class dealers everywhere.

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The Hamilton Mfg. Co.

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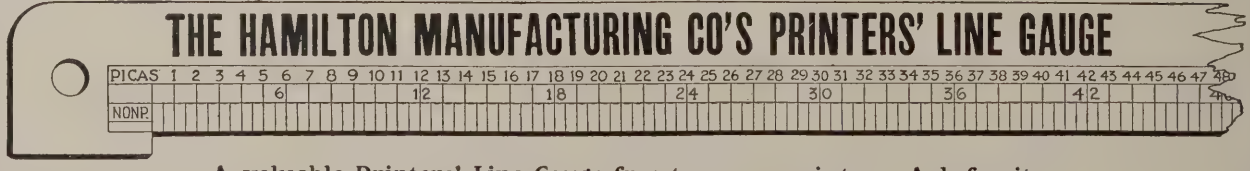
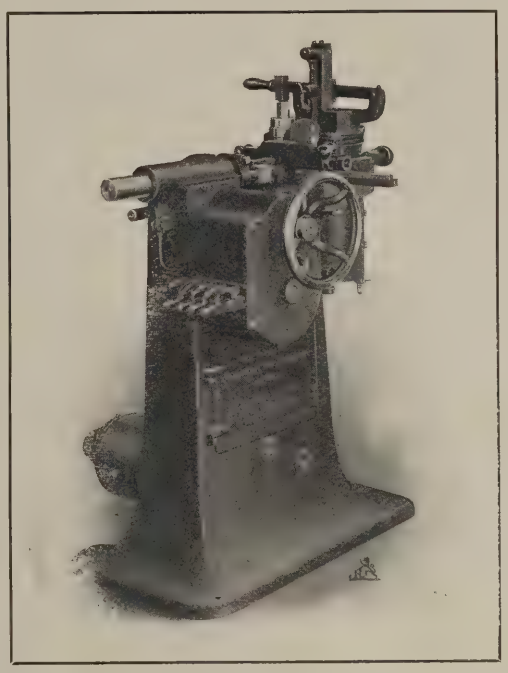
Rahway, New Jersey

THE HAMILTON MANUFACTURING CO'S PRINTERS' LINE GAUGE



A valuable Printers' Line Gauge free to every printer. Ask for it.

SOMETHING NEW AND GOOD



BE YOUR OWN TYPEFOUNDER

A printer in Richmond had occasion to use type sold by a type foundry for $484.00 less 15 per cent. He made the type on an Automatic Type Machine at a cost of $94.00, saving $317.40. This result was probably better than can usually be expected, as this printer paid the operator $10.00 per week, and procured his metal (old type) at 6 cents per lb., the price allowed by the type foundries. A printer of high standing, personally known to thousands of printers all over the country, is paying a lad $4.50 per week to operate a type machine. The Type Machine is AUTOMATIC, requires no skill, but some intelligence.

However, the GREATER ECONOMIES of the machine are indirect.

It provides unlimited supplies of type for special emergencies at a nominal cost; which when used need not be distributed, saving that cost; it provides "sorts" at a few minutes' notice at a nominal cost, saving delays and losses through "picking"; it provides new type always, saving time in make-ready; it provides type that you can afford to use on long runs, saving electrotyping; it makes it profitable to keep type standing, again saving electrotyping or resetting. In short, if every pound of type made on this machine cost you as much as you now pay the typefoundry, the machine would still be an advantageous and economical acquisition.

There are two prices: one to the printer, and a higher one to those who want to go into the type founding business.

SPARKS ROUND HOLE MACHINE

To supersede punching machines. It cuts holes from 3-32 in. to size of a half dollar in one sheet of tissue or in as many sheets as can be put in a thickness of 1½ inches. It cuts index openings as at 6, in diagram. It occupies 9 square feet space, and can be run with ⅛ h. p. It does not drag or twist the paper. It makes holes in 250 sheets of cardboard. It is usually operated by a girl or lad. Holes can be put in after the work has been padded

or bound. If a hole has been cut too small, it can be enlarged, discharging the off cut in the form of washers. Holes can be made in burlap, cloth, leather, etc. The celerity of operator in putting the work to the gauges is the only limit of production. The work does not need to be clamped. It does not twist or draw the flimsiest paper while cutting in the slightest degree. A firm using five six-gang punching machines can get the same output from one Sparks Round Hole Machine, produce better work and save $100.00 per year.

SPARKS SLOT HOLE MACHINE

This machine slots paper and cardboard as shown at 1, 2, 3, 4 and 6, in diagram, 500 sheets of commercial paper at one operation or a corresponding thickness of cardboard. It reduces cost of production of slots to the absolute minimum, and is a greater economizer in its field than the Round Hole Machine.

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We make and sell every machine and appliance used and supply complete plants.

ELECTROTYPING Likewise

STEREOTYPING Likewise

OTHER GOOD THINGS

Victor Steel Die Embossing Press
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Combined Punch and Eyelet Machine
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TYMPALYN to save two-thirds cost of make-ready.

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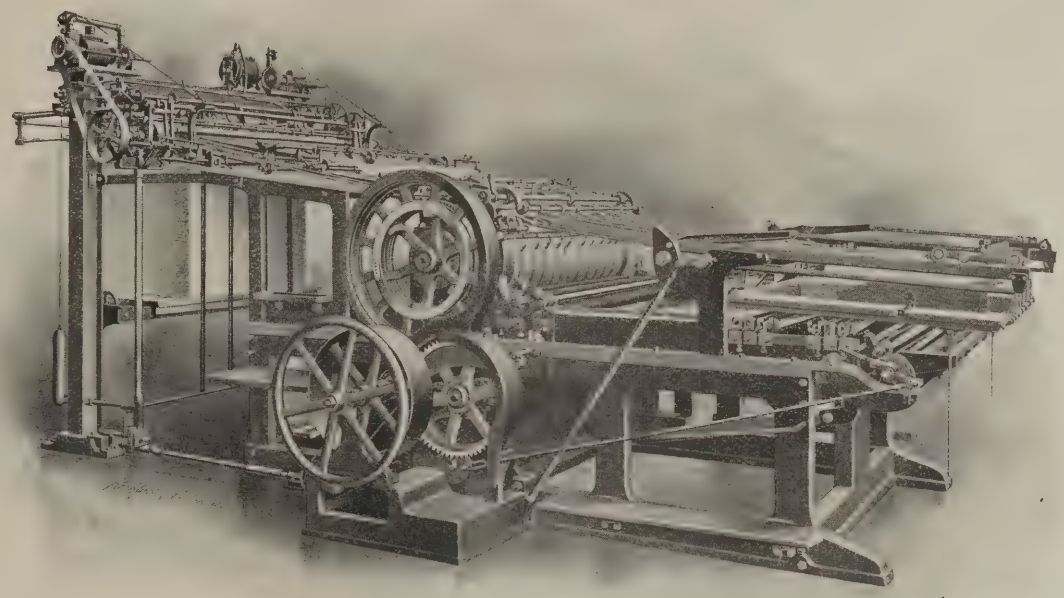
A region of woodland and water, 2,000 feet above sea-level in Northeastern Pennsylvania: an ideal spot for summer outings, dry, cool and invigorating; reached in 3½ hours from New York over Lackawanna Railroad.

A handsomely illustrated book of 128 pages, containing complete information about hotels and boarding houses, together with a delightful love story entitled "A Paper Proposal," will be mailed on receipt of 10 cents in stamps, addressed to T. W. Lee, General Passenger Agent, Lackawanna Railroad, New York City.

Fuller Folders *and* Feeders

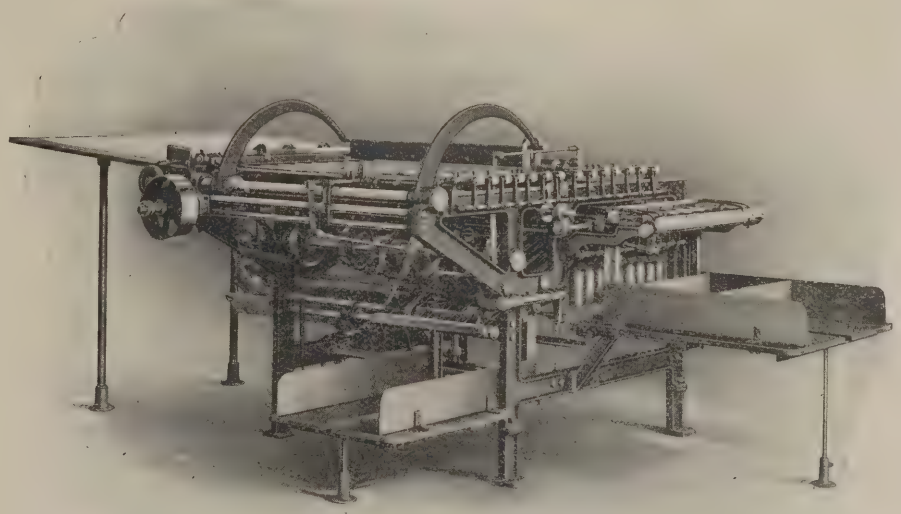


FULLER AUTOMATIC FEEDER FOR PRINTING PRESS

We guarantee an increase in production of ten to twenty-five per cent over hand feeding, absolutely perfect register and a saving in wastage of paper.

We make Automatic Feeders for all kinds of machines designed to handle paper in sheets

THOUSANDS IN SUCCESSFUL OPERATION



FULLER COMBINATION JOBBING FOLDER

Handles sheets from 12 inches by 16 inches to 38 by 50 inches, in any weight of paper without wrinkling or buckling. Folds and delivers 8, 12, 16, 24 and 32 pages, book or periodical imposition. Also long 16s, 24s and 32s, 2 or more "on."

E. C. FULLER COMPANY

Fisher Building
CHICAGO

28 READE STREET
NEW YORK

FACTORY
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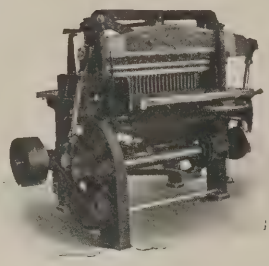
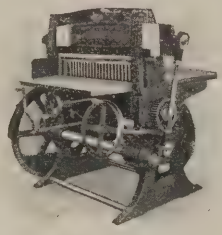
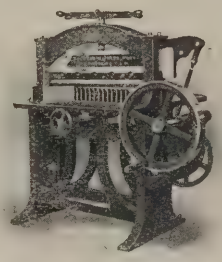
OSWEGO-MADE



OSWEGO AUTOMATIC CLAMP
Nine Sizes, 34 to 84 inch
Four Styles for Each Size



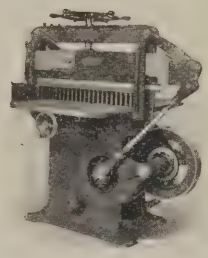
BROWN & CARVER
Hand Clamp
Nine Sizes; 34 to 84 inch



OSWEGO HAND WHEEL DRIVE
Two Sizes, 30 and 32 inch

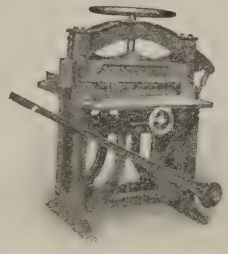
THE ONLY FACTORY PRODUCING CUTTING MACHINES EXCLUSIVELY

OSWEGO COMBINATION
Hand and Power Size, 33 inch



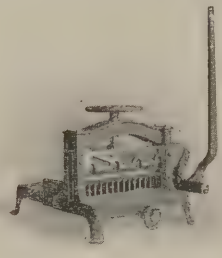
OSWEGO SMALL POWER
Three Sizes, 26, 32 and 36 inch

THE ONLY FACTORY MAKING A COMPLETE LINE OF CUTTING MACHINES



OSWEGO LEVER
Four Sizes, 23, 26, 30 and 32 inch

OSWEGO DIE CUTTING PRESS
Two Sizes, 44 and 36 inch



OSWEGO BENCH
Two Sizes, 16 and 19 inch

CUTTING MACHINES

Are made in sixty sizes and styles, each the best producible—all generally ready for instant shipment. Ask for detailed description of a Cutter exactly adapted to YOUR NEEDS. Thirty-four years' experience in cutter building at your service.

OSWEGO MACHINE WORKS

NIEL GRAY, Jr., Proprietor

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Bargains in Rebuilt Printing Machinery

269. **Hoe & Co. Drum Cylinder.** Bed 23x28 inches. Two form rollers, rack and screw distribution, box frames, tapeless delivery.

187. **Hoe & Co. Drum Cylinder.** Bed 23x28 inches. Two form rollers, rack and screw distribution, tape delivery.

284. **Scott Drum Cylinder.** Bed 24x29 inches. Two form rollers, rack and screw distribution, air chambers, tapeless delivery.

178. **Scott Stop Cylinder, Class I. H., No. 8.** Bed 42½x54 inches. Was exchanged for a larger machine. This is one of our fast stop-cylinder two-revolution machines with front printed side up delivery.

194. **Scott Two Revolution Pony Press.** Bed 26x34 inches. Four form rollers, table distribution, front fly delivery, air springs, box frames, back up motion.

261. **Whitlock Two Revolution Press.** With crank bed movement. Bed 45x62 inches. Four form rollers, table distribution and front fly delivery.

262. **Campbell Economic Two Revolution Press.** Bed 42x56 inches. Four form rollers, table distribution, front fly delivery, trip at will, counter-belted back-up, air springs, continuous register rack.

254. **Campbell Two Revolution Press.** Bed 41x60 inches. Four form rollers, table distribution and front fly delivery.

267. **Campbell Two Revolution Press.** Bed 36x52 inches. Four form rollers, table distribution, front fly delivery.

272. **Campbell Two Revolution Press.** Bed 43x56 inches, four form rollers, table distribution, front fly delivery.

274. **Campbell Two Revolution Press.** Bed 43x56 inches, four form rollers, table distribution, printed side up, parallel delivery. Have two of these machines.

276. **Campbell Two Revolution Press.** Bed 37x52 inches, table distribution, four form rollers, printed side up, parallel delivery.

277. **Cottrell Two Revolution Press.** Bed 34x50 inches, two form rollers, rack and screw distribution, rear tapeless delivery, air springs, box frames.

255. **Potter Two Revolution Press.** Bed 36x52 inches. Four form rollers, table distribution, tapeless rear delivery.

278. **Potter Two Revolution Press.** Bed 36x52 inches. Two form rollers, rack and screw distribution, air springs, rear tapeless delivery.

268. **Hoe & Co. Two Revolution Press.** Bed 34x50 inches. Four form rollers, table distribution, air springs, box frames, rear tapeless delivery.

130. **Taylor Three Revolution Press.** Bed 34x50 inches. Two form rollers, rack and screw distribution, air springs. This press will print four pages of a six-column paper.

265. **Huber Flat Bed Perfecting Press.** With crank movement. Type beds 46½x64 inches. Matter 42½x60 inches. Four form rollers to each form. Table distribution. Oiling offset device.

257. **Huber Flat Bed Perfecting Press.** Type beds 36x52 inches. Four form rollers to each form. Table distribution. Oiling offset device.

137. **Scott Web Printing and Folding Machine, Class U, No. 15 High Style.** Works four and eight pages, six, seven or eight columns to page; cuts pages 23½ inches long; double folder. Speed 20,000 four pages, 10,000 eight pages. Folds to quarter page size.

283. **Scott Web Printing and Folding Machine, Class U, No. 15.** Works four and eight pages, of six and seven columns to page; cuts pages 23½ inches long; double folder. Speed 20,000 four pages, 12,000 eight pages. Folds to quarter-page size.

36. **Scott Web, Class U, No. 16 1-2.** Works four and eight pages of seven, eight or nine columns to page; cuts pages 26 inches long. Quarter-page fold. Speed 20,000 four pages, 10,000 eight pages.

270. **Hoe One Roll Four Page Wide Printing and Folding Machine. Works** four-page papers at 48,000 per hour, six or eight pages at 24,000, and twelve or sixteen pages at 21,000 per hour. Length of sheet 22 inches. Six columns of 13 or 13½ ems pica to page.

43. **Potter-Scott Angle Bar Printing and Folding Machine.** Works four and eight pages; sheet 24 inches long; width of sheet 38½ inches; eight columns to page; half-page fold. Speed 20,000 four pages, 10,000 eight pages.

152. **Potter-Scott Angle Bar Printing and Folding Machine.** Works four and eight pages. Sheet 24 inches long, 38¾ inches wide, eight columns of 13½ ems, brevier column rules. Folds to quarter-page size. Speed 24,000 four, 12,000 eight pages per hour.

256. **Goss Clipper Web Printing and Folding Machine.** Works four and eight pages of either six or seven columns; cuts pages 23½ inches long; folds to quarter page. Speed up to 10,000 four or eight-page papers per hour.

165. **Bullock Web Printing and Folding Machine.** Works four and eight pages, six, seven or eight columns to page; sheet 23½ inches long. Speed 9,000 per hour. Folds to half-page size.

90. **Clause Web Printing and Folding Machine.** Works four and eight pages, seven and eight columns to page; cuts pages 23⅝ inches long; folds to half-page size. Speed 10,000 per hour.

Send to nearest office for prices and further information about the above machines.

NEW YORK OFFICE, 41 Park Row.
CHICAGO OFFICE, 321 Dearborn St.
ST. LOUIS OFFICE, 319 N. 4th St.
BOSTON OFFICE, 7 Water St.

WALTER SCOTT & CO.

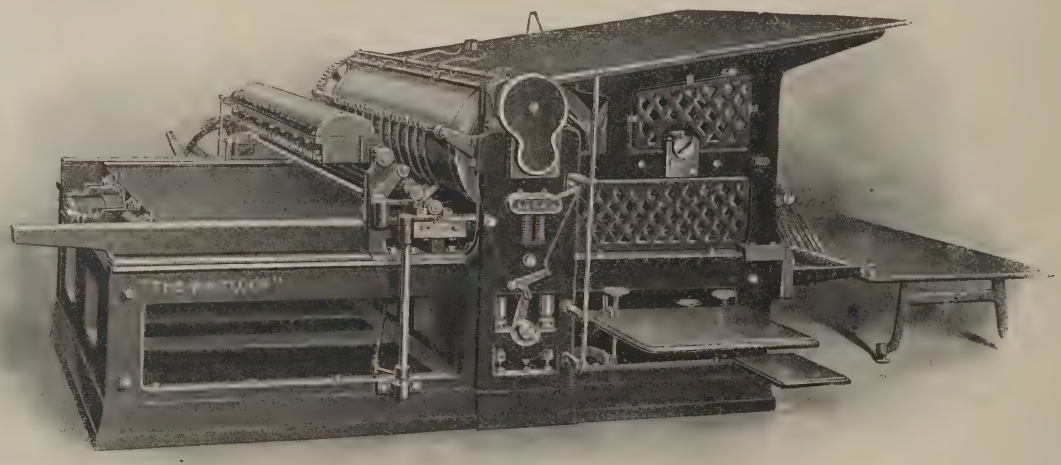
PLAINFIELD, NEW JERSEY, U. S. A.

CABLE ADDRESS, *WALTSCOTT*, NEW YORK.

A Barrel of "The Long Green" to Printers & Publishers with every

WHITLOCK
TWO-REVOLUTION PRESS

Why? Because they are Swiftest, Simplest, Smoothest Running, Most Durable and Economical.



The Fastest Newspaper Press

Seven-Column Quarto, Bed 39 x 52, Sheet 36 x 50, Type 34 x 48

We also build Two-Revolution Presses, both two and four rollers, in various sizes, for all kinds of work, from plain letterpress to the highest class of art printing in black and white

THE WHITLOCK PRINTING PRESS MFG. CO.
OF DERBY, CONNECTICUT

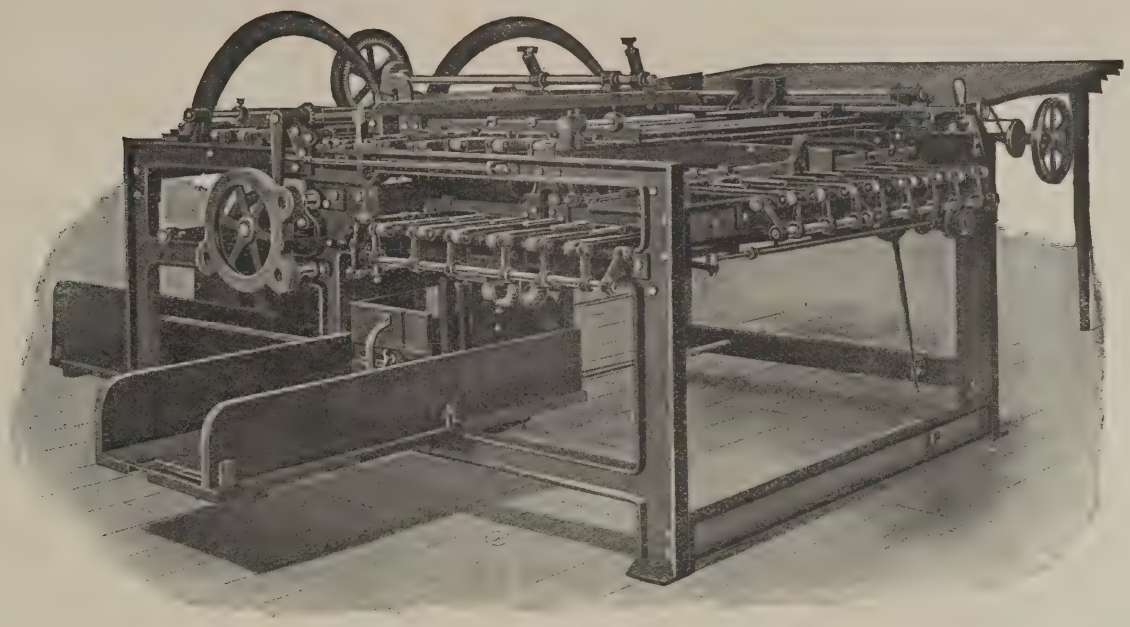
SALES OFFICES: New York, Fuller Building, Broadway and 23d St. Boston, 510 Weld Building, 176 Federal St.

Western Agents: American Type Founders Co., Chicago, St. Louis, Cleveland, Cincinnati, Minneapolis, Kansas City, Denver, Los Angeles and San Francisco

Southern Agents: J. H. Schroeter & Bros., 44 West Mitchell Street, Atlanta, Ga.
European Agents: T. W. & C. B. Sheridan, 46 Farringdon Street, London, Eng.

When You Buy
Investigate

New Model Jobbing Folder



The above machine will fold not only periodical work but the finest catalogue work. It has Automatic Registers at all folds. Automatic Sheet Retarder and Head Perforators that overcome all "buckling."

Made by BROWN FOLDING MACHINE CO.
ERIE, PENNSYLVANIA

New York Agency: H. L. EGBERT & CO., 21 New Chambers St.
Chicago Agency: CHAMPLIN & SMITH, 121 Plymouth Court

CHAMPLIN & SMITH

WESTERN AGENTS

Keystone Type Foundry
Golding Mfg. Company

¶ We carry a large stock of both the above lines
¶ Also a full line of Printers' Material and Supplies

121 PLYMOUTH COURT, CHICAGO

The Mission Series, made by Barnhart Bros. & Spindler.

THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT
New York Office, 38 Park Row. John Haddon & Co., Agents, London. Miller & Richard, Canadian Agents, Toronto, Ontario.

BARNHART BROS. & SPINDLER, WESTERN AGENTS, 183-187 MONROE STREET, CHICAGO
Great Western Type Foundry, Kansas City; Great Western Type Foundry, Omaha; Minnesota Type Foundry Co., St. Paul; St. Louis Printers Supply Co., St. Louis; Southern Printers Supply Co., Washington; A. G. Elliot Paper Company, Dallas; E. C. Palmer & Co., Ltd., New Orleans; Fundicion Mexicana de Tipos, City of Mexico. On the Pacific Coast—The Southwest Printers Supply, Los Angeles; Pacific Printers Supply House, Seattle; Pacific States Type Foundry, San Francisco.

The Optimus Driving Mechanism

Holds the only Vital, Living, Basic Principle for Driving a Printing Press Bed

FOR more than half a century the old universal joint had been used by all builders of printing presses. They knew its imperfections, and, with others, made many vain attempts for improvement. These efforts resulted in numerous mechanical monstrosities. Not a single good thing came from hundreds of them. Nothing was found equal to the long used and imperfect movement. Its simplicity was ideal. To preserve this and eliminate the defects was the problem. Overcome its errors without complexity, and it would remain the best, the most natural and the only correct device for driving a reciprocating bed. Men devoted their money and most of their lives to its improvement, or the discovery of a satisfactory substitute. None succeeded.

The need of a driving motion, in every way better than any known, to meet the call for speed, exactness in register and economy in wear of forms, and the almost utter failure of attempts in other directions, forced attention again to the improvement of the old motion, which admittedly offered the greatest possibilities of perfection and efficiency were its faults surmounted.

This effort resulted in the Ball-and-Socket Motion of the Optimus. In it we have maintained the simplicity of the old, and added perfection. Every defect of the universal joint has been eliminated. We have nothing like it in action, nothing like it in appearance. We obtain the flexible shaft from a series of balls and sockets, which unite in one continuous shaft the two pieces of steel with a strength as great or greater than their own. We have, in effect, one unbroken shaft, absolutely unyielding in its rotary motion, that permits the star gear to drive the bed above the rack at one movement and below it at the next. We have THE SIMPLE DIRECTNESS OF A SHORT SHAFT WITH A DRIVING PULLEY AT ONE END AND A GEAR AT THE OTHER. There is nothing more. The impulse given the driving pulley is conveyed to the gear without drag or loss, exactly as received. Herein lay the greatest imperfection of the universal joint, and the one that made reliable register impossible.

In no other way than by our Ball-and-Socket Motion is it possible to make use of the extremely simple bed drive in which years ago the universal joint was incorporated. The crudities of the first steam engines, looms, telegraphs and sewing machines have been eliminated to make their present day perfection, but the principles involved remain the same. This is what we have done for the driving motion of the printing press. We retain the basic principle that, as the simplest and best known, persistently survived through many years. Had this principle been fundamentally wrong, had it not possessed the inherent virtue of the engine, the loom, the sewing machine, it could not have lived a year. It was the dependence of all builders for half a century, and some use it today. Robbed of its imperfections it is the most reliable and valuable.

The invention of the Ball-and-Socket Motion barred all others from the use of this incomparable means, and drove competition to more complex and less direct methods of bed drive. Of these the most boasted are continually changed; and some that were loudly heralded but a year ago have been cast aside as insufficient. These constant changes are potent acknowledgments of weakness. History is repeating itself. In nothing beside the Optimus motion has there been stability, nor is there now assurance of permanence in anything else.

THE OPTIMUS DRIVING MECHANISM POSSESSES THE ONLY VITAL, LIVING, BASIC PRINCIPLE FOR DRIVING A RECIPROCATING BED. For this reason it has not been necessary to change it. Since its adoption more than ten years ago, we have had no user complain of it; we have not had a press out of register between bed and cylinder, nor has it cost any user one cent for repairs. Examined after six or seven years of hard use no Ball-and-Socket Motion has shown the least wear.

Of all the strong points of the Optimus its bed motion is the strongest. It insures register, high speed and smoothness in operation. IT IS MECHANICALLY CORRECT, and has proved through years to be the best, the most natural, the only correct, and the only lasting and satisfactory device for driving a printing-press bed.

SIMPLEX ONE-MAN TYPE SETTER

Five Years Old, and "Running Splendidly"

46,500 EMS IN SEVEN HOURS AND FORTY MINUTES

The Capacity of the Simplex is beyond any human possibility — the swiftest operators can not find its limit. And some of them are pretty handy, pretty handy. See what these capable people are doing, for instance:

THE DAILY REPUBLICAN

Belvidere, Ill., March 2, 1905.

THE UNITYPE COMPANY, Brooklyn, N. Y.:

Dear Sirs,— On Saturday, February 25, our operators, Mr. M. F. Landers and Mrs. C. C. Pepper, set thirty-one full galleys or a total of 46,500 ems composition in exactly seven hours and forty minutes. We had an unusual run of copy for that day, and while they worked at a right merry clip, they said afterwards they might have exceeded the record if they had anticipated in the morning that such a mark could be reached. Our machine is nearly five years old, has been in constant daily use since first installed and is running splendidly to-day. Mr. Landers and Mrs. Pepper had no help of any kind in looking after the machine on the date in question. They look after the loader, fill their own galleys, etc. Mr. Landers is an old operator, Mrs. Pepper is a young woman, who learned the machine in this office about three years ago. If you will examine your books you will notice that I have bought very few items in the way of repairs during the year ending March 1. In fact, I can not remember of having bought much of anything. You are at liberty to use any part of this letter.

Very respectfully,

FRANK L. MORAN, Publisher.

That is, they set up more type than eight or nine hand comps. could have set in the same time. Money in that for any publisher, isn't there?

Nota Bene: Our terms of sale or lease bring the Simplex easily within the reach of every publisher who has work enough to use one.

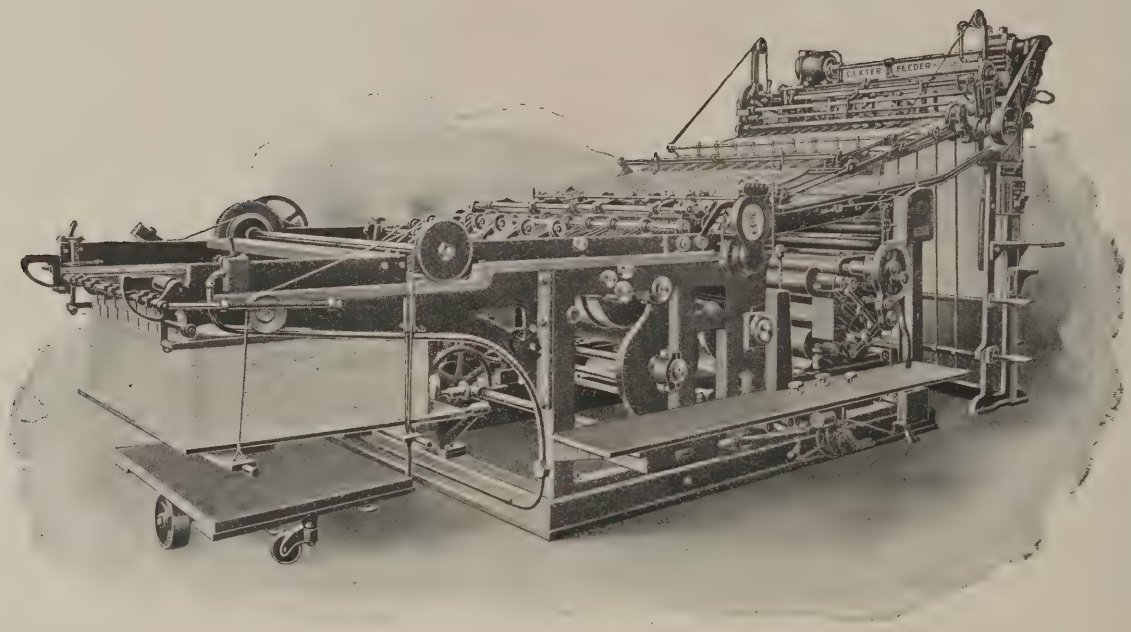
THE UNITYPE COMPANY

200 Monroe Street
Chicago

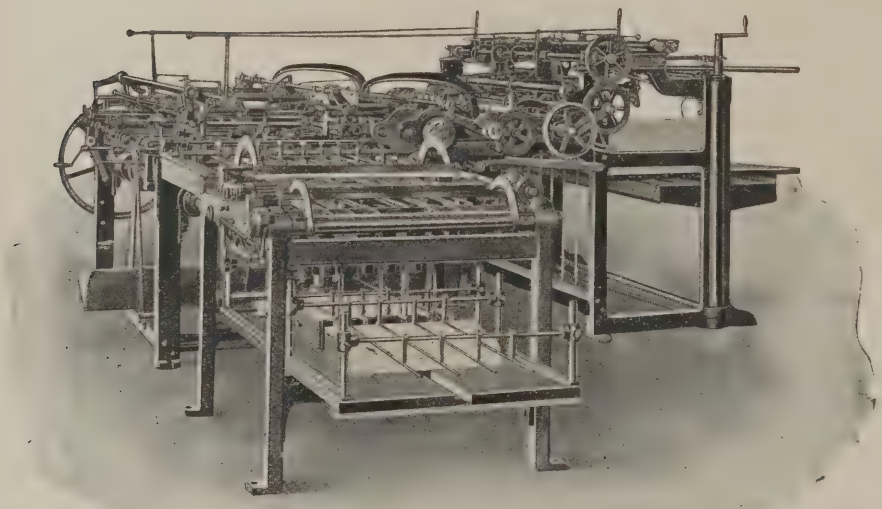
410 Sansome Street
San Francisco

148-156 Sands Street
Brooklyn, N. Y.

Dexter Folders and Feeders



The Dexter Automatic Feeding Machine attached to a Sheet Feed Rotary Printing Press.



The Dexter Double System Folder with Parallel Folds, and Dexter Automatic Feeder attached.

Sole Agents:

Great Britain and Europe: T. W. & C. B Sheridan Co., London, Eng.— *Canada:* J. L. Morrison Co., Toronto. — *Australia:* Alex. Cowan & Sons, Sydney, Melbourne, Adelaide. — *South Africa:* John Dickinson & Co., Cape Town, Johannesburg and Durban. — *Mexico:* Louis L. Lomer, Mexico City. — *Southern Agents:* J. H. Schroeter & Bro., Atlanta, Ga.

DEXTER FOLDER CO.

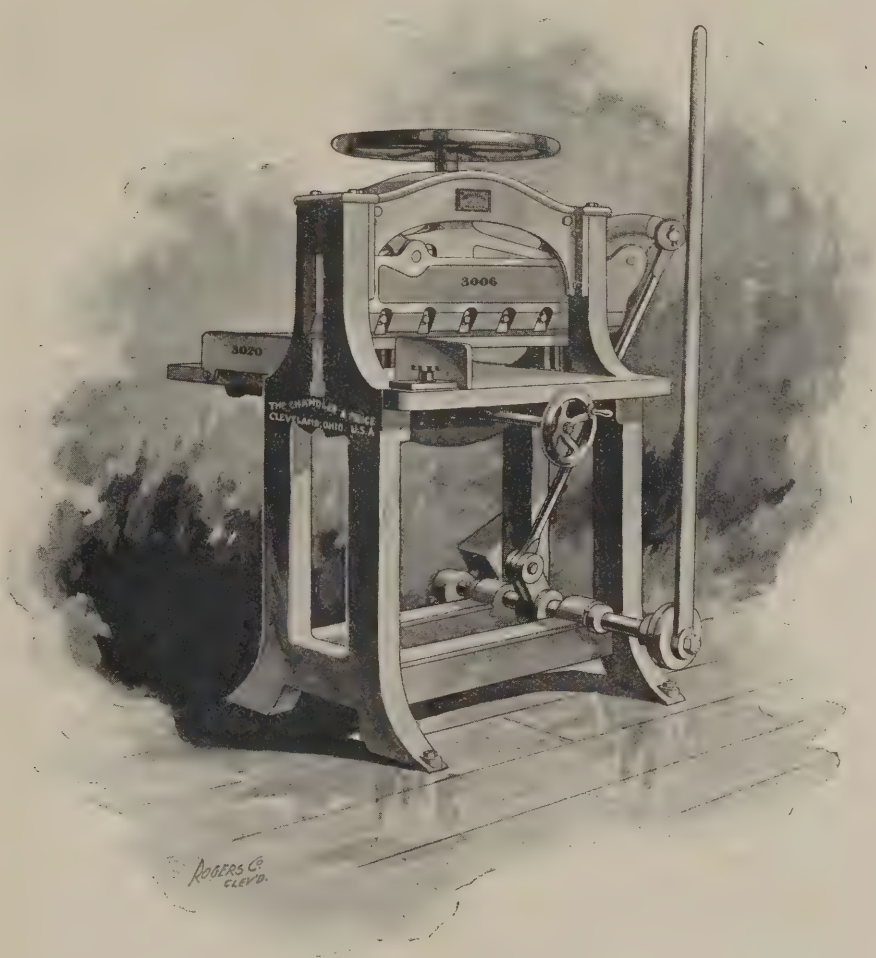
Main Office and Factory: Pearl River, New York

New York	*Chicago*	*Boston*
290 Broadway	315 Dearborn Street	178 Devonshire St.

Write for Catalogues and Full Information

CHANDLER & PRICE
LEVER PAPER CUTTER

Is the Most Powerful, Substantial and Economical Lever Paper Cutter manufactured.



On account of its mechanical simplicity and strength the Chandler & Price Cutter has a reputation almost as great as the C. & P. Gordon Press, which is undoubtedly the acme of perfection.

THE CHANDLER & PRICE COMPANY

H. T. CHANDLER, President R. J. FRACKELTON, Secretary-Treasurer

MANUFACTURERS OF HIGH GRADE MACHINERY

CLEVELAND, OHIO, U. S. A.

F. A. RINGLER CO.

HIGHEST AWARD
RECEIVED AT THE
WORLD'S
COLUMBIAN EXPOSITION

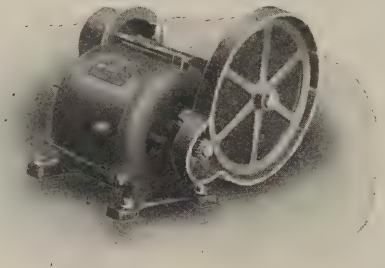
26 & 28
PARK PLACE
TO
21 & 23
BARCLAY ST.

ELECTROTYPERS,
AND PHOTO-PROCESS ENGRAVERS.

TRADE MARK. REGISTERED

NEW YORK.

LINOTYPE MOTOR

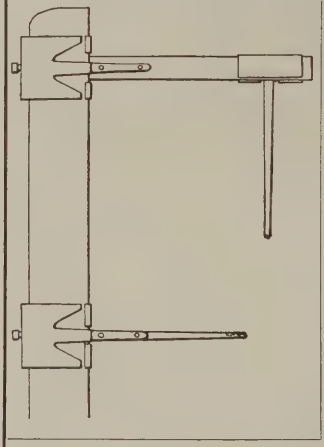


½ H.-P. Capacity.

JUST THE THING FOR PRINT SHOPS

A Single-Phase Alternating Current Motor to run your Linotype Machine. Ratio of back gearing and dimensions of pulley especially designed for this service. Also larger sizes up to 40 Horse-power. Write for Bulletin No. 68.

WAGNER ELECTRIC MFG CO.
ST. LOUIS, U. S. A.



⅜-inch Side Finger - - 60c
⅛-inch Side Finger - - 60c
⅛-inch Down Finger - - 25c
Extra Screw each.

MEGILL'S NEW PATENT

STEEL FINGERS

INSTANTLY attachable immovably anywhere on any job press gripper. Greatest resistance to sheet pulling yet attained, with close lay to the type on all margins and between lines. Stands full strain of screw and reinforces finger where strength is most needed.

MEGILL'S NEW . . . **DOUBLE-GRIP GAUGE**

Is displacing the glue pot and preserving platen paper.

Sold by Type Founders
E. L. MEGILL, Mfr., 60 Duane St., New York

ANNOUNCEMENT

ALL job type on our lining system and scripts and borders cast by us, will hereafter be billed exclusively at the pound rate. This extends to job type—the more equitable rule by which we have always billed body type. It is

Pound versus Package.

The pound method is the correct method. Packages may vary in weight, but "a pound is a pound the world round." Buying by the pound you

Pay for what you get.

You pay for nothing more and you get nothing less. The various classifications of job type are indicated by the national colors,

Red, White and Blue.

Circulars will be sent upon application containing full explanation, tables, weights of fonts, and other details.

Many friends have written us their approval of this system. Not one has objected. Its the FAIR way. The "American Press" says:

> "Barnhart Bros. & Spindler, the well known type-founders, are out with a new plan of billing job type that secures for purchasers an adequate value for their money. Hereafter the firm will sell all their lining system cast faces, scripts and borders by weight instead of the old hit and miss "font" plan. This marks a new and welcome departure. Barnhart Bros. & Spindler realize it is the fair system of selling goods. There is no chance for confusion. The fonts will be schemed and put up in the same size packages as heretofore, but there will be no more guesswork at the expense of the customer."

A Wisconsin customer says: "We have been waiting a long time for just such announcement."

The printer world in the United States are apparently of the same mind.

BARNHART BROS. & SPINDLER

TYPE FOUNDERS
CHICAGO, ILLINOIS

CLASSIFICATION OF JOB TYPE AND WEIGHT FONTS

BARNHART'S POUND SELLING SYSTEM

FIRST CLASS

BODY LETTER FONTS:

All Roman and Old Style, advertised as body letter faces, 18 point and smaller, also the following special faces in the same bodies: Mission. Paragon. Gaslon Old Roman. French Old Style No. 3.

SPACES AND QUADS:

Spaces and Quads, all bodies.
Quads in quantities, special rates.

SECOND CLASS

JOB FONTS—Red Label:

All faces in bodies 72 point and larger, enumerated in Lists "A," "B" and "D"

JOB WEIGHT FONTS—Red Label:

All faces, smallest to largest bodies, enumerated in List "A."
All faces in bodies 72 point and larger, enumerated in Lists "B" and "D."

BORDERS—Red Label:

All Running Borders, all bodies.

SECOND CLASS—SPECIAL

JOB FONTS—White Label:

All faces in bodies 66 point and smaller, enumerated in Lists "A," "B" and "D."
All faces in bodies 72 point and larger, enumerated in Lists "C," "E" and "F."
All faces in cored bodies 72 point and larger, enumerated in Lists "A," "B" and "D."

JOB WEIGHT FONTS—White Label:

All faces in bodies 66 point and smaller, enumerated in Lists "B," "C," "D" and "F."
All faces in bodies 72 point and larger, enumerated in Lists "C," "E" and "F."
All faces in cored bodies 72 point and larger, enumerated in Lists "A," "B" and "D."
All Italics for Roman and Old Style body fonts.
Fonts of Job Fractions and Calendar Figures.

EXTRA CONDENSED

JOB FONTS—Red, White and Blue Label:

All faces in bodies 66 point and smaller, enumerated in Lists "C" and "F."

THIRD CLASS

JOB FONTS—Blue Label:

All faces 66 point and smaller, enumerated in List "E."
All faces in cored bodies 72 point and larger, enumerated in Lists "C," "E" and "F."

LIST A

Antique No. 7.
Arno No. 2
Bard
Bard Open
Bold Pastel
Caledonian No. 5
Gaslon Old Roman
Castor
Circular Gothic No. 44
Clarendon No. 5
Condensed Latin No. 1
Condensed No. 54
Cosmos
Design
De Vinne Bold
De Vinne Compressed
De Vinne Extra Compressed
Drew No. 5
Elzevir Bold
Elzevir No. 5
Engravers Title
Era Condensed No. 5
Expanded No. 4
Expanded No. 5
French Old Style No. 3
French Old Style No. 6
French Title
Golf
Gothic Compressed No. 5
Grotesque Gothic No. 43
Guard
Hugo No. 5
Latin
Light Latin
Lightface No. 7
Lightface Pastel
Lightface Gothic No. 42
Lining Gothic No. 47
Lining Gothic No. 53
Lining Gothic No. 54
Lining Gothic No. 55
Lining Gothic No. 57
Lining Gothic No. 60
Lining Gothic No. 67
Lining Gothic No. 71
Lining Gothic No. 82
Lining Gothic No. 90
Lining Gothic No. 111
Lightface Post
Lining De Vinne
Mazarin No. 5
Merit
Mission
Mode
Modern Gothic
Modern Title
Modern Title Gothic
Monitor No. 5
Old Style Antique No. 5
Old Style Antique No. 6
Old Style No. 59
Oliver Typewriter No. 3
Paragon
Pastel
Pastel Open
Plate Gothic
Plymouth
Plymouth Bold
Plymouth Condensed
Post
Post Open
Remington Typewriter No. 7
Sheridan
Talisman

LIST A—Continued

Title No. 5
Title No. 9
Title No. 10
Title No. 11
Topic No. 5
Wesel
West Old Style No. 70

LIST B

Bold Gothic Italic
Gaslon Old Roman Italic
Degree Gothic No. 1
Degree Gothic No. 2
Dewey No. 5
Elzevir Italic No. 5
Inclined De Vinne
Law Italic No. 5
Legal Italic No. 5
Lightface Warren
Luxor No. 5
Marshall Italic No. 5
Mazarin Italic No. 5
Old Style No. 59 Italic
Paragon Italic
Pisa No. 5
Plymouth Italic
Talisman Italic
Title Italic
Title Italic No. 10
Warren

LIST C

Antique Condensed No. 55
Gothic Compressed
Headletter Condensed
Spire No. 5

LIST D

Carbon Text
Faust Text
Plate Text No. 3
Plate Text No. 4
Tell Text No. 5
Tudor Bold

LIST E

Artistic Script
Bank Script
Bank Script No. 2
Bank Script No. 3
Grace Script
Hazel Script
Hazlett
Jewell
Lakeside Script
Lakeside No. 2
Myrtle Script
Nestor
Pantagraph
Plate Script
Plate Script No. 2
Plate Script No. 3
Premier Script
Princess Script
Standard Script

LIST F

Plate Text

BARNHART BROTHERS & SPINDLER

TYPE-FOUNDERS

183-187 MONROE STREET, CHICAGO, ILLINOIS

ASSOCIATE HOUSES: Great Western Type Foundry, Kansas City, Mo.; Great Western Type Foundry, Omaha, Neb.; St. Louis Printers Supply Co., St. Louis, Mo.; Minnesota Type Foundry Co., St. Paul, Minn.; Pacific Printers Supply Co., Seattle, Wash.; Southern Printers Supply Co., Washington, D. C.; Barnhart Type Foundry Co., New York.

SPECIAL DEALERS: A. G. Elliot Paper Company, Dallas, Texas; Golding Mfg. Co., Boston, Mass.; Golding & Co., Philadelphia, Pa.; R. W. Hartnett Co., Philadelphia, Pa.; E. C. Palmer & Co., New Orleans, La.; The Southwest Printers Supply, Los Angeles, California.; Gether-Drebert-Perkins Co., Milwaukee, Wis.; Heybach-Bush Co., Louisville, Ky.; T. E. Kennedy & Co., Cincinnati, O.; Pacific States Type Foundry, San Francisco; Miller & Richard, Toronto, Canada; Liberty Machine Co., N. Y., South and Central America.

THE MONOTYPE ALONE IS MODERN

Norwood Press

Office of J. S. Cushing & Co.

Dictated. Norwood, Mass. March 10, 1905.

Messrs. Wood & Nathan Co.,
1 Madison Ave.,
New York, N. Y.

Dear Sirs:

After having investigated machine composition, we have decided that the Monotype is best adapted to our needs, and take pleasure, therefore, in enclosing herewith order for two Monotype equipments.

Very truly yours,

J. S. Cushing & Co.

THE MONOTYPE ALONE IS MODERN

THE MONOTYPE ALONE IS MODERN

IF QUALITY MUST BE SACRIFICED, THERE IS NO ECONOMY. THE PERFECT TYPE-SETTING MACHINE MUST DO PERFECT WORK ECONOMICALLY, OTHERWISE THE SELLING PRICE OF THE PRODUCT IS REDUCED AND NO PROFIT REMAINS. THE PRODUCT OF THE MONOTYPE MAINTAINS THE HIGHEST STANDARD OF QUALITY AND COMMANDS THE BEST PRICE, WHILE AT THE SAME TIME IT COSTS LESS TO PRODUCE. THE MOST PROFITABLE MECHANICAL COMPOSITOR FOR THE PRINTER IS THE MONOTYPE

WOOD & NATHAN COMPANY

SOLE SELLING AGENT

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PACIFIC COAST REPRESENTATIVE
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SAN FRANCISCO, CAL.

THE MONOTYPE ALONE IS MODERN

MONOTYPED BY JOHN C. RANKIN CO., NEW YORK

THE MONOTYPE ALONE IS MODERN

THE NORWOOD PRESS is one of America's greatest book-making establishments. Mr. J. Stearns Cushing, after investigating the various type-setting machines, selected the Monotype

THE MONOTYPE
IN THE
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THE MONOTYPE ALONE IS MODERN

THE MONOTYPE ALONE IS CAPABLE OF PRODUCING WORK SATISFACTORY TO THE MOST EXACTING PRINTERS. AFTER A THOROUGH INVESTIGATION, MR. J. STEARNS CUSHING (THAN WHOM THERE IS NO BETTER PRINTER IN AMERICA) HAS DECIDED THAT THE MONOTYPE IS THE BEST MECHANICAL COMPOSITOR, AND HAS ORDERED TWO EQUIPMENTS OF THEM FOR HIS PLANT AT THE NORWOOD PRESS

THE MONOTYPE ALONE IS MODERN

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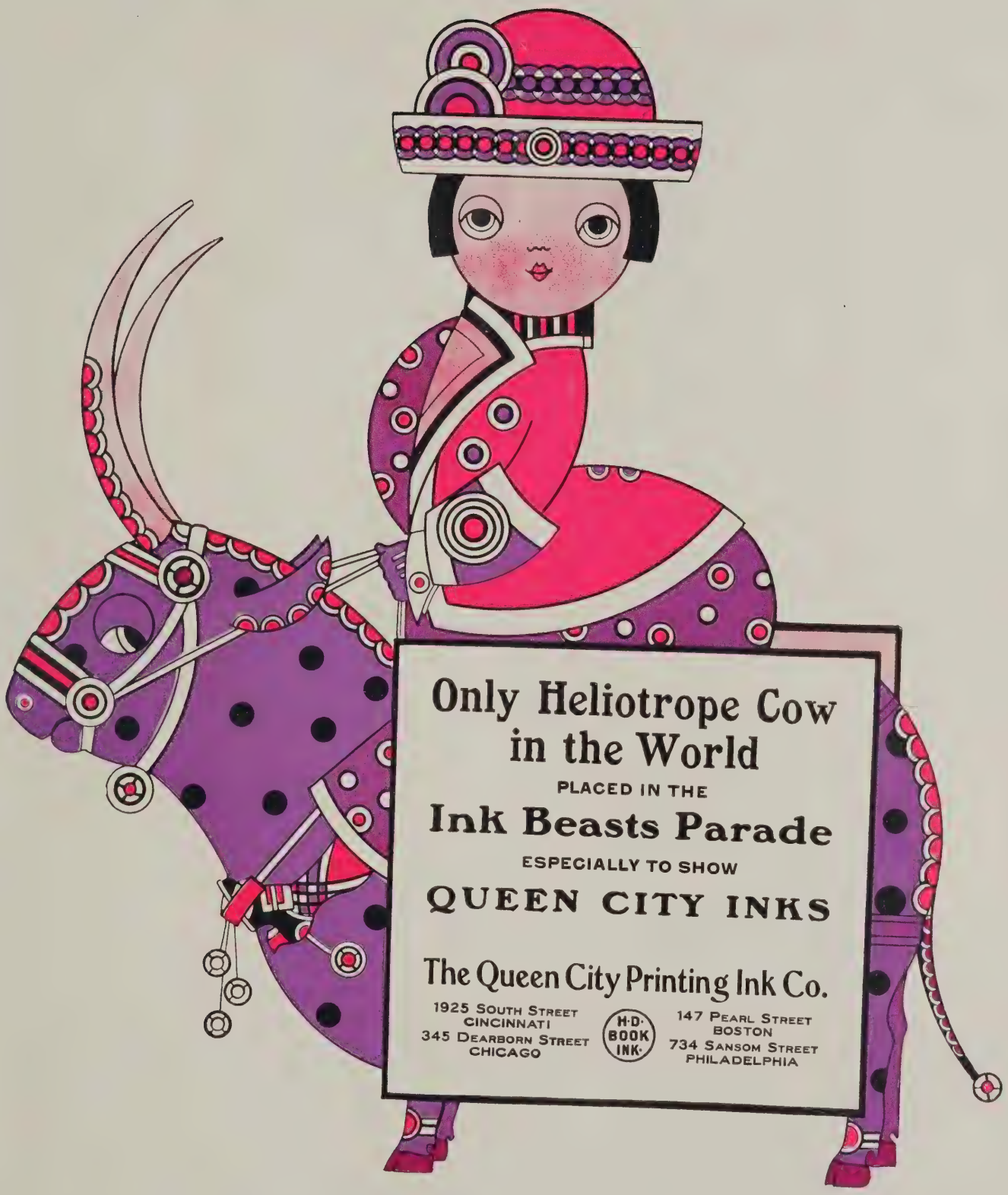

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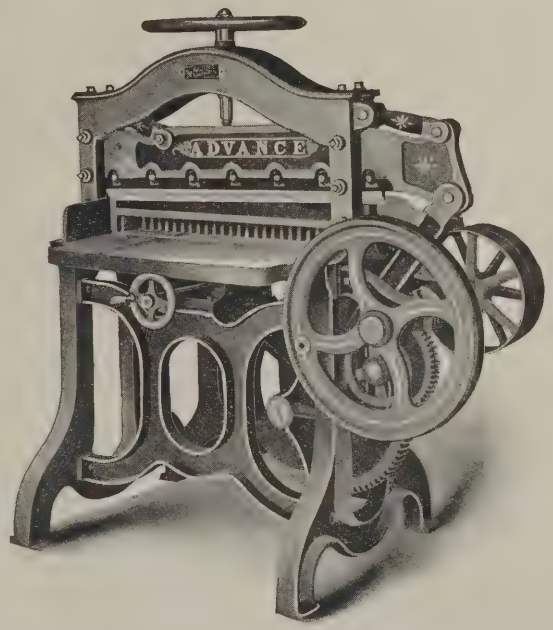

Could not be Made Better

Was the enthusiastic verdict of a recent satisfied customer after he had installed his

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The Advance power is made in two sizes, 30 inch and 33 inch, and will readily square stock the full size of the respective machines. Floor space 52 x 58 inches. Can be run by—belt connection or direct gear connection—electric motor, also has a special handle furnished for running by hand power. No better machine made for all round work.

Send for particulars.

Sold by Dealers Everywhere

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Series No. 1

This unique and beautiful book
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Requests for copies will be honored in the
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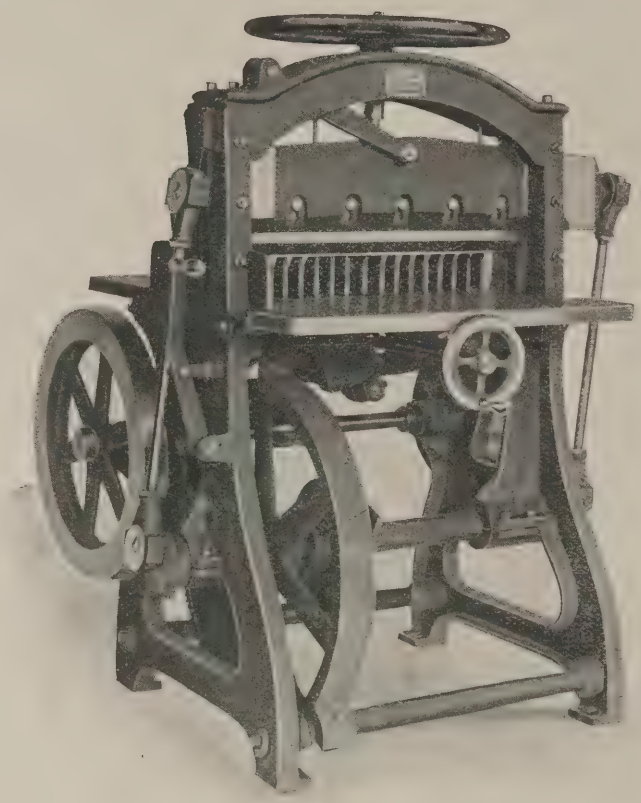

THE BEST PRINTER'S CUTTER BUILT

A power cutter that is strong, accurate and quick and that comes within price-reach of the average printer—that's the

IMPROVED KEYSTONE

30-INCH SCREW CLAMP CUTTER

the highest-grade power cutter sold at a low price. It has finger gauge and clamp, double back gauge and front side gauge and friction clutch, runs without noise, and is *built to last.*

Send for Descriptive Circular.

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BUILDERS OF IMPROVED SANBORN MACHINERY FOR PRINTERS, LITHOGRAPHERS, BOOK-BINDERS AND BOX-MAKERS.

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Address all Correspondence to Main Office.

The J. L. Morrison Co.

Manufacturers of

"Perfection" Wire Stitching Machines

have removed their office to larger premises

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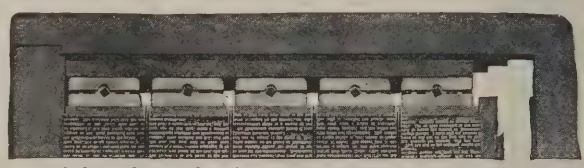
Best Locking Devices

Never Slide, Skew or Spring; Wonderful Power; Hold, positively, against wood, type or iron; Insure Perfect Register and Great Economy of Time.

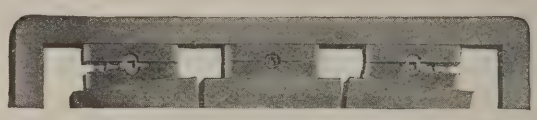


The Wickersham Quoins as Newspaper Column Locks

As they do not slide when expanding, each column can be locked up independently. Thus absolute security, no working up of quads and blanks, and no delay in imposition or on press.

The Morton Lock-Up.—41 Sizes, 3-inch to 26-inch

These Rigid Locks combine Side or Foot Sticks and Quoins in one piece. They include all regular NEWSPAPER side-stick lengths and all BOOK and MAGAZINE measures.



The Wickersham Quoin is the Only Quoin

that conforms to either straight or uneven surfaces and ensures a square lock-up (also positive register) against out-of-true blocks, imperfect furniture, warped chases, etc.

2,000,000 in use, giving entire satisfaction. Printers affirm they repay cost in a few months. Think of $3,000 saving in 5 years on a $200 investment in W. Q. Co. products! See Expansion Locks and price list, also the "Good Opinions of Good Printers and Good Men," in booklet. Send for copy.

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AGENCIES: America: Leading Type Founderies and Dealers in Printing Materials.
Great Britain: Caslon Letter Foundry, London.
Australia: Alex. Cowan & Sons, Melbourne, Sydney and Adelaide.
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NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

Volume Twenty-two Chicago, May, 1905 Number Five

WHY THE NEWSPAPERS ENDORSE THE POST CHECK

By HENRY A. CASTLE

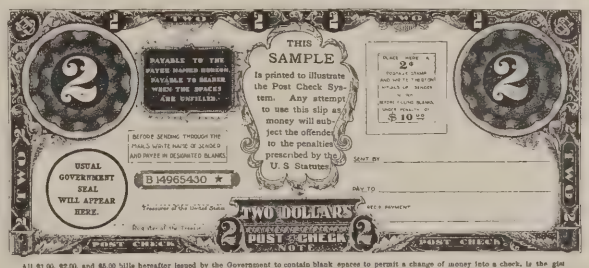
With singular unanimity the newspapers of the United States, without distinction of party, have endorsed the post check proposition for a more convenient means of making small remittances by mail than the present clumsy and costly money-order system.

The reason is not far to seek. Not only are the newspapers always alert and intelligent in supporting every practical scheme of public utility, but they have a special business interest in this item of postal reform. No class suffers so much as the publishers, from the lack of such a convenience. Many thousands of people fail to make or renew subscriptions who would promptly do so could they take from their own pockets a bill so printed as to be easily transformed into a simple and safe money order.

More than 25,000,000 postal money orders are now issued every year in this country, in denominations of less than $2.50 each; many are for less than one dollar. Assuming that the purchasers of these small postal orders have spent an average of half an hour in going to the postoffice, writing the applications, waiting while the money-orders are filled out, signed and paid for, and then returning to their starting point; and assuming that ten hours a day for three hundred days per annum constitutes the full working day of an individual, the time consumed equals the labor of five thousand men for one year.

Here is an absolute waste of the productive energies of five thousand people per annum, squandered in the unproductive, unnecessary effort required to merely get possession of a piece of paper available for making safe remittance of a small sum through the mail. No wonder that millions of others are deterred from making remittances at all. All this useless expenditure of time would be saved if each of these persons could have drawn from his pocket a post-check bill ready to be filled up with the name of the payee, made valid by affixing a two-cent postage stamp and canceling the same, and then safely entrusted to the prompt and careful hands of the employees of the postal service.

A bill which would provide this simple remedy was favorably reported by the House Postoffice Committee two years ago. It provides that the one, two and five dollar silver certificates issued by the government and used as money by the people shall be printed "payable to ——— or order," instead of, as at present to "bearer," so that by a stroke of the pen they may be converted into money orders, and that without recourse to the postoffice.


PAYABLE TO THE PAYEE NAMED HEREON. PAYABLE TO BEARER WHEN THE SPACES ARE UNFILLED.
THIS SAMPLE
Is printed to illustrate the Post Check System. Any attempt to use this slip as money will subject the offender to the penalties prescribed by the U. S. Statutes.
USUAL GOVERNMENT SEAL WILL APPEAR HERE.
B 14965430 ★
TWO DOLLARS
POST CHECK
POST CHECK
POST CHECK
All $1.00, $2.00, and $5.00 bills hereafter issued by the Government to contain blank spaces to permit a change of money into a check, is the gist of the Gardner Post Check Bill now before Congress. This rude sketch serves to convey the idea.

Fac-simile of Post Check.

In other words, John Doe of Chicago, wishing to remit to Richard Roe of New York, one, two, or five dollars, has but to take from his pocket a bill of the required denomination, affix an ordinary two-cent postage stamp thereon, cancelling the same with his initials, write in a blank space on the face the name and postoffice of Richard Roe, clap it into an envelope properly addressed and prepaid and mail it. The bill, which was current money a moment before, suddenly becomes a money-order, payable to Richard Roe only. In Roe's hands it may be presented to the postoffice for payment or deposited to the credit of his bank account, as may be the money order of today. In the hands of the post-

master it is so much cash, forming a part of the public funds to be transmitted through the banks to Washington where a new bill is issued in its place, and after a lapse of three or four months it is destroyed by the Treasury officials as defaced and mutilated currency now is.

Notwithstanding the favorable report of the House Committee, the emphatic endorsement by the National Association of Postmasters, the approval by numerous and influential commercial bodies and the urgent advocacy by more than 4,000 newspapers and periodicals, this bill still hangs fire. Objections were made to its passage by the late United States Treasurer, on the ground that it would make increased work for this department. The Senate Committee on Postoffices was restrained from making the favorable report it had agreed upon by the personal request of Senator Platt of New York, in the interest of his express company, which is in the profitable business of selling money orders. These were the insurmountable obstacles that withheld this great convenience from the public.

As to the objection of the Treasurer, it may be said that the people of the United States do not exist for the convenience of his office, but that his office exists for the convenience of the people of the United States. But it has been shown by official reports that the increased work in the Treasurer's office will be more than offset by reduced work in auditing small money orders in another bureau of the Treasury. Official estimates show that including the expense of this audit, the small orders cause a net loss to the postal revenues of nearly $3,000,000 a year.

And concerning the concession to "Senatorial Courtesy" which restrained the Senate from making its report, it may be observed that as a measure of relief the law has become a public necessity, against which even a time-honored tradition of the Senate must not be permitted to stand.

A practicable post-check system would be a great benefit to farmers, business men and publishers; women would appreciate its convenience. Business houses now receive large quantities of postage stamps through the mails. One Chicago publisher reports the receipt of $350,000 in stamps in one year, nearly $1,000 a day. Others have the same experience on a smaller scale. With post-check money this nuisance is avoided; a convenient, safe and instantly available form of money is supplied with which the public can safely transact mail business which is now said to aggregate in small sums $2,000,000,000 a year. The revenue from postage stamps affixed would pay all expenses of the system.

The boon of a cleaner paper currency of the smaller denominations is one of the incidental advantages which the people, especially in the West, would have reason to hope from the adoption of the Post Check plan. The constant flow of canceled bills to the Treasury and their redemption with new, clean currency would insure a much better average condition of the circulating medium.

To checkmate the microbe has been the diligent endeavor of modern medicine and surgery; to promote that virtue which is justly extolled as next in rank to Godliness has been accepted as an unmistakable tribute to advancing civilization.

It is a self-evident satire on this condition of things that our government permits the people throughout seven-eighths of the entire republic to handle paper currency in small denominations that is disreputable in its dirt and recognized as a menace to the public health as well as a disgrace to the nation whose seal of verification it bears.

While the Post Check would furnish an ideal medium for small remittances, and for that reason alone is worthy of adoption, a larger aspect of the case, and perhaps an even greater benefit is found in this incidental function of constant renewal of the small bills and clean money kept in circulation throughout the country. Undoubtedly disease lurks in dirty bills, where tempting nests for microbes are found. A medical journal tells us that the sponge used in a bank was analyzed and found to be swarming with microbes of various deadly diseases. Few of our bundles of bank notes would pass muster at quarantine.

All classes are affected. The surgeon who carefully sterilizes his lancet and uses all manner of antiseptic precautions in performing an operation, takes his pay in filthy paper, which affords an excellent "culture" for deadly germs. The most refined woman, who has carried personal cleanliness to the extreme limit, fumbles loathsome bills in her dainty hand—even holds them in her teeth!

Thus health and decency combine to denounce the filth our currency carries. The difference between a crumpled, greasy, dirty bill and a fresh, clean one, is precisely the difference between soiled and fresh linen. If there were no other reason for the Post Check, this would suffice, but there are many more. Clean money will be an incidental, but most grateful boon. It cannot come too soon to suit a people whose instinct for cleanliness cries out vehemently for this needed reform.

The inventor of this system of money transfer is Mr. C. W. Post, a gentleman whose wide and protracted experience in business has made him able and practical in his suggestions. He seeks no profit from his invention, but has assigned it to the government, *pro bono publico*. He has not only done that, but has, it is said, expended upwards of $25,000 out of his own private means in a campaign of education, not only of the people, but of Congress.

It is not pleasant to acknowledge the fact, which must, however, be admitted, that if Mr. Post had used his $25,000 to employ a lobby about Congress, had held on to his invention and promised a contingent interest in the future profits to lobbyists, the plan would doubtless have been adopted and in successful operation today. It lies with the business community, the newspapers and the people to bring such influence to bear on Congress at the next session, as shall insure the early adoption of the Post Check Bill. The advantages it will secure are imperatively demanded in the interest of the public policy.

"FLOWERS FOR THE LIVING"

UNDER the above caption, our old and much-esteemed friend, A. E. Pierce, of Denver, Colo., and former Vice-President of the National Editorial Association, has the following in a recent issue of his paper, the *Record*, that will be appreciated by all newspaper workers and printers, for they know how it is themselves and get none too much praise for the hard and useful work that they perform:

Some day—yes, "some day—there will be a funeral," and "we'll be in it." No doubt there will be flowers; flowers

from the conservatory and flowers of rhetoric. Possibly some very nice things may be said of us, and our faults and shortcomings will not be mentioned. This will be very considerate, and, by the living, will be duly and properly appreciated. But we desire to say right here and now, on behalf of the "remains" that a boquet like the following, from the pen of P. G. M. W. A. C. Howe, the big-hearted editor of the Empire State Workman, is more greatly appreciated by us while living than all that may then be said, or done, possibly can be by the cold clay in the casket:

A VETERAN A. O. U. W. EDITOR.

"Past Grand Master Workman A. E. Pierce, of Denver, has just rounded out eighteen years of continuous service in the Order as editor of the Colorado *A. O. U. W. Record*, one of the brightest, spiciest and most readable fraternal papers in the country. There is no standard by which the good accomplished by Brother Pierce's writings can be measured. His articles have been reprinted in nearly every fraternal publication of note, and his reputation is world-wide. We hope that the good Lord will spare him to us for many years to come, for the Order needs his sound advice, his fables, his humor and his pleasant smile."

The newspaper man has, above all others, the opportunity for publicly commending the deserving. It is an opportunity that carries with it the duty that should never be slighted nor neglected. Just praise is comely and wise. It helps to smooth the rugged paths of life and encourages to greater and nobler endeavor.

On the next page to this article Mr. Pierce has a very practical sermon in his paper on a text taken from the cry of a long time street vender of Denver: "All kinds of shoe strings." While Mr. Pierce applies his preaching to providing the kind of "shoe strings" that will be sure to keep the shoes on your widow's and fatherless children's feet, after you are gone," it occurred to us that "all kinds of shoe strings" might easily be applied to the mixed demands made on the newspaper man.

THE HOME PAPER

Here are a few thoughts from the Portland *Oregonian*, one of the ideally-excellent papers of this country, that deserve reproduction in whole or in substance —with credit for modesty's sake—in all the "home papers" of the land:

"Your home paper never loses interest in you." To this, possibly, you have not given a passing thought.

No matter if you like the newspaper man or if he likes you, if he is true to his profession and publishes a paper for the people he allows no personal matters or petty spites to interfere with his news gathering.

He may meet you as a stranger, yet along with his best friends, chronicles your success and sorrows wherever you may be, and those who would otherwise forget you are ever and anon reminded of your existence by an item in your home paper. Others may deceive and defraud you, but your home paper never forgets you.

Possibly you do not deserve decent treatment by the paper, but you get it just the same, and if it should at any time say things to cause your fur to turn the wrong way, study a moment and see if it has not at various times said many nice things for which you fail to give it credit.

TO IMPROVE CONSULAR SERVICE

How to make our U. S. consular service more efficient is a question that ought to interest the newspaper press not alone because some editors desire, at some time, to be U. S. consuls, but because an efficient consular service is of benefit to all parts of the country and to all producers, or manufacturers. Much benefit has been, and much more can be, derived from information gathered in regard to methods, as to grasses, grains, fruits, stock and various products that it is, or could be made, profitable to introduce into this country for improvement or increase of production. A direct benefit can also be derived from bringing producers and foreign buyers into direct communication one with the other. Our attention has been called to this subject by a circular letter and an outline of an effective plan for co-operation *gratia propatria*, from Urbain J. Lous, American Consul at Prague, Bohemia, Austria. All that is required is to send, to the consul, commercial literature, catalogues, prices, discount sheets, circulars, photographs showing nature of products for sale or names of articles wanted for import; in short, all facts necessary for immediate sale or purchase, including, of course, name and address of firm both city and cable, rating, etc.

The commercial information is entered on Little Drummer record cards, alpabetically indexed, and divided in two sections: Merchants and Merchandises. The catalogues, circulars, etc., are filed in folders, numerically indexed. The firm's folder number is permanent and corresponds to that registered on the record cards.

HONORING A NEWSPAPER

The Winfield, Okla., *Courier* has the following pleasing incident as to honors paid to the Guthrie *State Capital*, published by Mr. Frank H. Greer, that goes to show that an acceptably, usefully conducted newspaper is not without honor in its own home, however it may be with prophets (we hope that the profits of the *State Capital* are equal to its popularity):

The "Excelsior Club" of Guthrie celebrated the founding of the Guthrie *State Capital*, by making its meeting of March 27th, "State Capital Day." The responses to roll call were quotations from the files of the *State Capital*. An address was delivered by Editor Frank H. Greer on "The Influence of Woman's Clubs on Our Modern Life." The meeting was concluded by planting a climbing perennial rose in front of the Carnegie library, which was christened "The State Capital" rose. Commenting on this unusual recognition by a ladies' club of the community value of a newspaper, the *State Capital* says:

"The *State Capital* feels much gratification over this distinction by this association of noble women. For a newspaper to have such recognition by a club of this character is a distinction indeed. If this paper has succeeded in pleasing such accomplished and practical women, then it has achieved something for the women who composed the clubs of Guthrie and those throughout the territory are the most intellectual and progressive of our women. Their judgment of a newspaper is usually correct. Popularity for the *State Capital* with them indicates popularity with everybody.

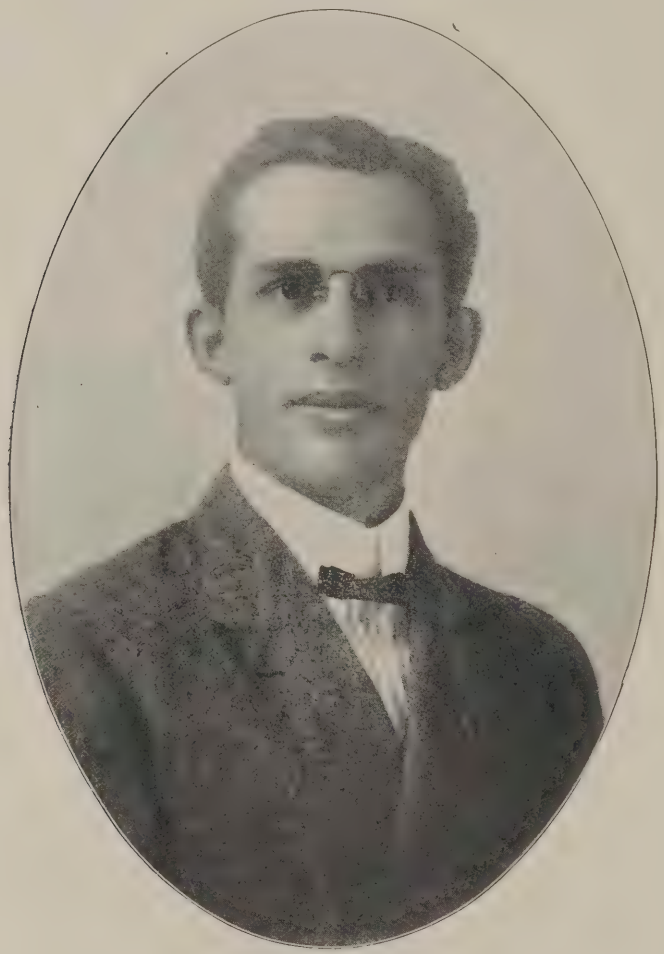
"The *State Capital* has not greater glory in the part it has taken in pioneer Oklahoma than in the substantial place it holds in the homes of the people. The home is the unit of the State and the State is the unit of the Nation. Woman is the queen of the home. No newspaper can succeed unless it is popular in the home. Women are the greatest readers of a newspaper and the best newspapers in the country are giving more space than ever to news matter and literature for women.

"The women's clubs have enlarged the mental life of the women. These clubs bring them together, as the various societies do the men. They take up in a methodical way current events and general literature and this means a steady advance in art and culture. Guthrie has no greater stimulus for widened intellectual life and betterment of home, than the literary clubs. That every town in the territory has a number of these clubs is evidence of the exalted civilization of our territory."

The *State Capital* was founded by Frank H. Greer on March 30, 1899—three weeks before the opening of Oklahoma to settlement. From an humble beginning it has grown into one of the most powerful of Western newspapers. It has been clean, able, honest and fearless—a fit type of the best ideals of the wonderful people who have in sixteen years made the prairie a garden, dotted with cities whose culture and refinement vie with the century of Eastern civilization.

THE MISSISSIPPI VALLEY EDITOR-POET

Lansing, Iowa, boasts of having the youngest editor, engaged in actual newspaper work in that State, Mr. H. J. Metcalf. At the age of twenty-three years, he became editor of the Lansing *Mirror,* one of the oldest and most influential weekly papers of Iowa, established in 1852, and is successfully conducting that publication. He was honored with an election to the Vice Presidency of the North Eastern Iowa Editorial Association, at the recent convention held in Waterloo. He was editor of the New Albia, Iowa, *Globe,* when seventeen years of age.



Mr. H. J. Metcalf.

Mr. Metcalf succeeded his father in the conducting of the *Mirror.* He was to the manner born and has proved himself worthy as a newspaper writer and publisher. Like all true editors he is a lover of nature with active sympathies for all her beauties and moods, as well as for all who live. What is not so frequent among members of this calling, he is both a poet and a musician, a cornetist using a $135 instrument of finest make.

As a poet he has written two books, "The True Garden of Eden" and "Riverside Echoes."

A brief review of the last named volume has already been published in this journal. His first volume was issued some three years ago when he was only twenty-one years of age and, at once, attracted favorable attention and comment. His more recent work has received still wider notice, and that able paper, the Nashville, Tenn., *American* recently said of him and his work:

"The author was born and reared upon the banks of the upper Mississippi, and is familiar with the beautiful scenery along that stream from Dubuque to St. Paul. A country editor possessed of excellent descriptive powers, he sees Nature as it is. His writings are somewhat on the order of those of Whitcomb Riley, and just as Riley's "Seein' Things at Night" carries every man back to his boyhood days, so Mr. Metcalf's "In the Good Old Summer Time" or "The Dearest Spot on Earth to Me" makes one remember things long since forgotten. After reading these little word paintings of every-day life, one lays the book aside with a regret that there is not more of it."

Mr. Metcalf does his writing during leisure hours at his beautiful home on the banks of the Mississippi and here, beneath the shadow of Mt. Hosmer, the highest point on the river, between the two saintly cities, St. Paul and St. Louis, he imbibes the inspiration which guides a pen of rare ability.

We understand that he is now at work on a third volume of poems. We had the pleasure of meeting Mr. Metcalf at the convention of the Northeastern Iowa Editorial Association and found him to be a modest, progressive young man in close touch with the members of the calling and a warm friend and admirer of our Mr. Copper, who has charge of our Newspaper Review Department and who conducts a newspaper just across the Mississippi river from Lansing, in the State of Wisconsin.

They are both enthusiastic young newspaper men. Mr. Copper has consented to tell the story of his preparation for the work which commenced in his childhood days. His experience has been peculiar, beginning with patiently laying out, drawing up, arranging, illustrating and printing a little newspaper for two or three years with a pen. This practice evidently led him to view a newspaper on the mechanical side, somewhat from the standpoint of an artist in drawing and filling in a picture. It certainly proved a good kind of drill. To get a satisfactory effect in an advertisement, it is a good idea first to drawn a design. To get the best effect in the appearance of a newspaper, the same principle holds.

Mr. Metcalf has approached his work more directly from the literary side, but each realizes the importance of both literary ability and mechanical excellence in an up-to-date newspaper.

ABOUT THE SPRINGFIELD, OHIO, PRESS-REPUBLIC

The Springfield, Ohio, *Press Republic,* with a circulation of nearly eleven thousand copies, prints the daily figures of its issues at the top of its first page. With such a circulation in a city the size of Springfield, the paper has just cause for pride and that the merchants of the city appreciate the opportunity of reaching the people through the paper is evidenced by the advertising columns. One enterprising merchant recently took four pages in one issue. The reasons for the success of this store, that is able to take four pages at one time, in the local daily paper, as given by the business manager, are worthy of study by newspaper makers and job printers. They are in brief, 1st, Positive adherence to the policy of absolute integrity, and the accommodation and satisfaction of patrons; 2d, unequaled buying facilities. "Goods well bought are half sold," is the old saying as to merchandise. The same principle, applied to newspaper making or job printing, might be extended to include equipment in all departments to secure true economy. Then there must be system and economical, not niggardly, management in every step of the production; 3d, modern and thorough system. "No half heartedness." Whatever is undertaken is pushed with energy and painstaking effort to a successful conclusion. No three other things are more important in a newspaper or in a job printing office than are system, energy, push and painstaking effort. There is scarcely any end to the details but there is not one detail that should be neglected or that should not receive "painstaking effort."

NEWSPAPER CRITICISMS

BY O. BYRON COPPER, DE SOTO, WIS.

Address all Communications for this Department to De Soto, Wis.

THERE is a great similarity between the editor and the preacher. Both by virtue of their positions should be devout men, and by devout is meant not the solemn, sanctimonious, long-faced friend of the past, but the genial, sociable, democratic, broad-minded product of the illumined present. Industriousness, enthusiasm, congeniality, sobriety, integrity, sincerity, liberality, chastity, faith, hope and charity should be the morals of both, and their chief object the enlightenment of the race, from a just and unprejudiced viewpoint—unfettered by the dictates of party boss or prelate. By virtue of his obligation to the forms and customs of his creed. There is a tendency to narrowness in the ministerial life, which cannot overtake the newspaper man, whose very duties must tend to broaden his mind and views. Both should aim to preach—the minister from the pulpit and the editor through the columns of his paper—the matters of life and salvation, *as they see them,* rather than as some predecessor has seen them, for this is a day of independence—a day of originality wherein the individual has begun to think for himself—a day, in fact, wherein there is a growing demand for independent editors and preachers, as well as for independent newspapers.

It seems strange, indeed, that just after having given vent to the foregoing brilliant (?) "splurge" the first publication we should pick up should be one of marked originality and independence, whose editors are practically preachers, preaching the Truth as it is revealed unto them. This publication is *"Soundview,"* "a magazine devoted to the obstetrics (get on to that, will you!) of thought and the philosophy of existence," published on Puget Sound, at Olalla, Washington, by "We," that is L. E. Rader and Frank T. Reid. The size of the pages is about 4¾x6¼ inches. There are about forty of these printed on an antique laid paper and bound in pale green covers. As may be surmised by that already said, the *Soundview* is an exponent of the advanced thought, although it lays no claim to affiliation with any creed or cult save the "Society of Evergreens"—whatever that may be. There was a time—and it is not so remote that any of us have forfotten it—when to be a devotee of the New Thought movement was a disgrace in the eyes of the multitudes; but, figuratively speaking, this was in the day when only the lowly fishermen, such as Peter, Andrew, James and John, had had the truth revealed unto them, as it were, but today such able Pharisees as Paul of Tarsus have been engulfed in "a bright light from heaven," and have espoused the cause of Truth, so that it can no longer be considered disgraceful. And foremost among this New Thought movement today we find so many of the country's most able editors, especially the editors of our great, (heretofore "orthodox,") magazines. The magazine let under discussion was accompanied by the following letter, which takes us into a somewhat different line of thought:

OLALLA, WASH., Feb. 27, 1905.

Dear Mr. Copper.

As one of the "Evergreens" who now and then peers between the covers of the NATIONAL PRINTER-JOURNALIST, I am much interested in your comments on the *products* of the *press.* Thinking you might like to see our contribution to the uplift of mankind, and enjoy it, at least from an artstic standpoint, I enclose under separate wrapper a recent copy of *"Soundview."* It might further interest you to know that the "artist" under whose direction it is issued has just turned 16, and the number sent is the third he has produced after but *six days' tuition*—never having seen a type at close range before. I feel proud of his work and would like your comment and criticism of the same. He is *eternally* delving and studying and never overlooks anything or forgets. His accuracy is something marvelous. With best wishes, I am,

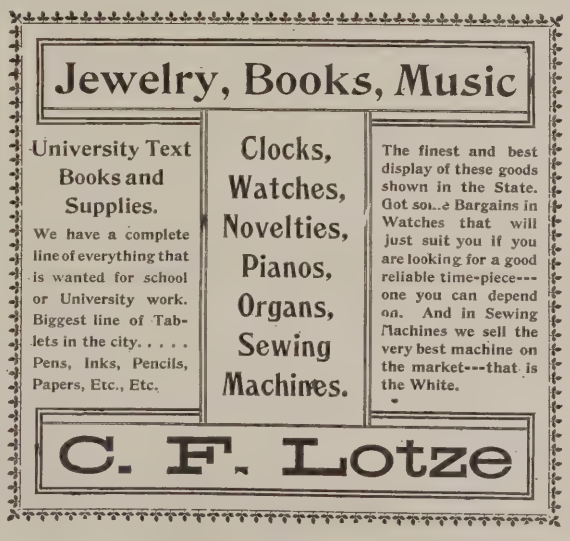
Very cordially yours,

L. E. RADER, JR.,
Pub. *"Soundview."*

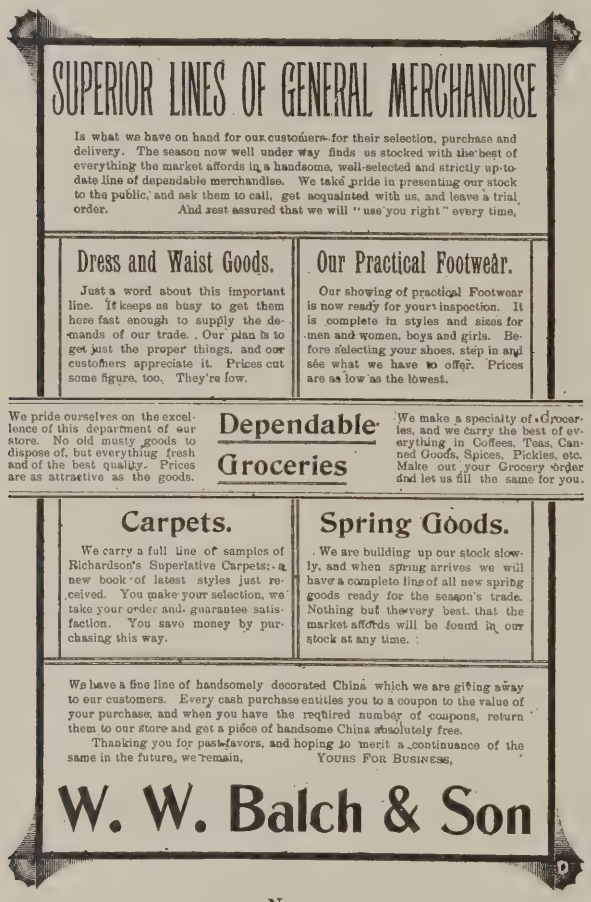
His name is L. E. Rader, Jr., and the above are the exact facts.

From an artistic point of view, from a lad who "has just turned sixteen," *Soundview* is a most creditable product. There is a high degree of originality about the typography, and all the designs are strictly unhackneyed. Good taste and carefulness are displayed in the general styles and makeup of every page. Imperfect register is the most prominent defect, and the impression is a trifle too heavy "in spots." Mr. Rader is certainly justified in being proud of his prodigious son, who is extended the congratulations of this department.

Dakota Republican, Vermillion, S. D.—We have had this excellent publication on our desk before, and we are inclined to believe that it has improved—not that we recall any improvements needed or suggested—but it looks just like a paper that would improve. Everything now—news service, editorial work, composition, makeup and press work—measures up to commendable standards. The *Republican* is a seven-column quarto; supplemented with a six-column insert printed on both sides. The advertising patronage is most liberal and the ad compositor is a remarkably clever printer.


Jewelry, Books, Music
University Text Books and Supplies.
We have a complete line of everything that is wanted for school or University work. Biggest line of Tablets in the city. . . . . Pens, Inks, Pencils, Papers, Etc., Etc.
Clocks, Watches, Novelties, Pianos, Organs, Sewing Machines.
The finest and best display of these goods shown in the State. Got some Bargains in Watches that will just suit you if you are looking for a good reliable time-piece---one you can depend on. And in Sewing Machines we sell the very best machine on the market---that is the White.
C. F. Lotze
No. 1.

He has, of course, an abundance of good material, and is using it quite creditably. The two reproductions (Nos. 1 and 2) are perhaps not his best ads, but are shown for a purpose. Both are chiefly remarkable for their originality. Our corrections in specimen No. 1 would be: Omit all commas after the words in the central panel, which should have been closed at top and bottom by the same border as that employed on the sides, dispensing with the light parallel lines which extend the full length of the upper and lower panels. In specimen No. 2, much the same mistakes have


SUPERIOR LINES OF GENERAL MERCHANDISE
Is what we have on hand for our customers for their selection, purchase and delivery. The season now well under way finds us stocked with the best of everything the market affords in a handsome, well-selected and strictly up-to-date line of dependable merchandise. We take pride in presenting our stock to the public, and ask them to call, get acquainted with us, and leave a trial order. And rest assured that we will "use you right" every time.
Dress and Waist Goods.
Just a word about this important line. It keeps us busy to get them here fast enough to supply the demands of our trade. Our plan is to get just the proper things, and our customers appreciate it. Prices cut some figure, too. They're low.
Our Practical Footwear.
Our showing of practical Footwear is now ready for your inspection. It is complete in styles and sizes for men and women, boys and girls. Before selecting your shoes, step in and see what we have to offer. Prices are as low as the lowest.
We pride ourselves on the excellence of this department of our store. No old musty goods to dispose of, but everything fresh and of the best quality. Prices are as attractive as the goods.
Dependable Groceries
We make a specialty of Groceries, and we carry the best of everything in Coffees, Teas, Canned Goods, Spices, Pickles, etc. Make out your Grocery order and let us fill the same for you.
Carpets.
We carry a full line of samples of Richardson's Superlative Carpets; a new book of latest styles just received. You make your selection, we take your order and guarantee satisfaction. You save money by purchasing this way.
Spring Goods.
We are building up our stock slowly, and when spring arrives we will have a complete line of all new spring goods ready for the season's trade. Nothing but the very best that the market affords will be found in our stock at any time.
We have a fine line of handsomely decorated China which we are giving away to our customers. Every cash purchase entitles you to a coupon to the value of your purchase, and when you have the required number of coupons, return them to our store and get a piece of handsome China absolutely free.
Thanking you for past favors, and hoping to merit a continuance of the same in the future, we remain, Yours For Business,
W. W. Balch & Son

No. 2.

been made. In the first place in the displayed headings several periods have been used, for which there was practically no use. If the underscoring of "Dependable Groceries" were omitted and the two lines closed up nearer together, with "Groceries" centered, they would be found twice as forceful. The omission of the lighter lines of border at the two extreme sides would lend greater white margins to these four corresponding squibs, which is all they lack. For so great an amount of matter this specimen is creditably designed.

Albion, Neb., Feb. 20, 1905.

Mr. O. Bryon Copper, De Sota, Wis.

Dear Sir:—I am sending you under separate cover a copy of the *Argus* of the 18th containing a page ad for criticism. We have heretofore noticed your attitude toward ads run on the first page, but in this case it could not be helped, so please overlook this defect and we will try and not let it happen again. Yours truly,

O. H. Walters.

We are pleased to note from the many letters that come to us, like the one just quoted, that our oft repeated condemnation of "ads on the first page" is beginning to be universally recognized by the readers of this department. The Albion *Argus* is a seven-column folio, all home-print, with fourteen columns of displayed advertising matter, seven columns of which goes to comprise the full page ad alluded to in the foregoing letter. The *Argus* also carries at least five or six columns of cards and legal advertisements. The news features are good, there being maintained quite a staff of local correspondents, and the home locality is fairly well attended to. The advertisement composition is a trifle hackneyed, but generally neat and legible. The practice of employing heavy double advertising rules between ads is a thing we cannot commend—a single lightface rule is preferable. The use of dashes between local items is not to be encouraged, either, as they are neither useful nor ornamental in this instance. Presswork is good. D. J. Poynter is the editor and proprietor of this sheet.

Almost every editor will be fully able to appreciate what we are about to say. They will be able to appreciate it because the situation which we are about to describe so nearly resembles that experienced sometime in the career of almost every editor. We refer to the rejection of manuscript personally submitted to the editor's consideration for publication by someone of his good patrons, whom to offend is most painful to him. These extremely unpleasant tasks, as we have said, must confront almost every editor sometime in his life, and just so do we feel when we are compelled by honesty to condemn the product of some sincere patron of this department of the National Printer-Journalist. But it would be sheer folly to offer felicitation where it was unmerited—most unwise to praise or pass silently over condemnable features—in either of which cases the primary object of this department would be lost. We never pass adverse judgment on any of the publications reviewed without most vividly standing for the time in the "other fellow's" place, hence the pain which our conscientious comment may produce is not entirely one-sided. We are sorry, therefore, that we cannot praise the product of so earnest a contributor as he who pens the following missive:

Selden, Kans., March 10, 1905.

National Printer-Journalist, Chicago, Ill.

Gentlemen:—I enclose you under separate wrapper a copy of our paper which is printed on a 14½x22 Peerless job press, by gasoline engine power, in a town of 300 inhabitants in what is called the short grass country in Kansas. It is not a county seat town, either. We have been here about two years and a half, and the paper is now located in a new office building with residence attached. My wife and I constitute the firm and we do all our own work with the assistance of a "devil," who has been with us about two months. We are new subscribers of *the* National Printer-Journalist and find many things inside its cover pages that help the printer. We will also enclose you a copy of the *Independent* as it was when we took charge of it. We think we have made some improvement in it and hope to still make it better as time and means will permit. We now print six pages of home matter each week and as fast as our advertisers encroach upon our space we will add extra pages, as we aim to give our readers as much local news as we can, and at the same time furnish a good display space for our advertisers, which under the present form of our paper we are able to do by adding extra pages when the occasion demands them. Our town is growing and we hope to keep our paper just a little in advance of the town all the while.

Wishing the National Printer-Journalist success, I am,

Yours truly,

W. T. Logan.

The copy of the *Independent* "as it was when Mr. and Mrs. Logan first took charge of it" is a most sickly-looking five-column quarto, destitute of any praiseworthy features, and will not bear a comparison with the present four-column, ten-page paper which Mr. and Mrs. Logan have made of it. Editor Logan's reference to the size of his home town is quite correct and relevant, and with respect to contents the *Independent* is fairly creditable as the local organ of so small a community; but the size of the town in which a paper is published cannot, as so many publishers seem to think it does, account for, nor excuse, limited news service and "blacksmithing" typography. According to conditions above explained, it would not seem to us that the getting out of a newspaper the size of this one would be much of a task

for a man and a woman (both practical printers, we take it) and a "devil." The pages are of a size most easily made up and justified, and judging from appearances the office is well supplied with fairly good material. The power alluded to makes pressing easy, and with the advantage of a Peerless jobber, the impression secured in some instances is disgraceful. Take, for instance, the first page: One end of the form —and especially one corner—shows up extremely black, while the remainder of the form is dim, fading off into absolute illegibility at the edges. Some of the six-point rule composing the border of this initial page (which is a displayed ad) has slipped out of place, become disjointed and presents a most slovenly aspect, showing downright carelessness in locking-up. The one who sets the ads on this publication might—in fact, would—with a little more care and attention, become an artist, and even now in several instances he is producing commendable designs, which are defective only as regards attention to detail. This little paper might be improved a hundred per cent by making up the first page with local news, exclusively, allowing no advertiser to "encroach" upon it. The first page is the cream of the newspaper, and if there is to be a fight over it, why not award the prize to the majority—the readers—rather than to the minority—the advertisers? It would require more space than we can afford to devote to a single publication to tell Mr. and Mrs. Logan just how they might perfect their publication in all departments, but our advice, in brief, would be this: Pay more attention to details in everything, always bearing in mind that "that which is worth doing at all is worth doing well." Also, study the trade journals with a purpose. The fact that these publishers of the *Independent* have erected a new office and dwelling within two and a half years at the present stand is cogent evidence that they are progressive and successful people, and are not needing any advice as to the "business end" of their business. We wish them continued prosperity and an improved publication. Their resolution to always keep "just a little ahead of their town in progress" is a model worthy of universal adoption.

In this department of last August we had occasion to compliment B. Ray Franklin, an ad-writer and compositor with the Fulton (Mo.) *Sun*. Some time ago we received a most gratifying leter from Mr. Franklin, which we quote in part as follows:

FULTON, Mo., March 13, 1905.

O. Byron Copper, De Soto, Wis.

DEAR SIR:—I feel as though an apology were due you for my not having responded to your criticism of my ads in the August number of the NATIONAL PRINTER-JOURNALIST. I fully appreciated your criticism and would gladly have extended thanks to you for same, but I was changed from the advertising department to foreman of the job department, and consequently it slipped my mind. I am sending you a clipping from our paper, dated August 5, 1904, which will show you, though we did not thank you by our pen, that your criticism was also appreciated by the editor of our paper, as well as by myself. * * * I am also showing my appreciation for what you have done for me by sending $2.00 for regular subscription to the NATIONAL PRINTER-JOURNALIST. * * * Again thanking you, I remain,

Ever your friend,

B. RAY FRANKLIN.

We quote the foregoing letter merely that some other brother "seeing, may take heart again" and contribute to this department, which is the only way in which it can be successfully continued, for we consider that this department is not successful unless someone is receiving benefit from it. To be sure contributions now are numerous; but there's always room for others. In speaking of this matter Mr. Franklin's paper, under a double-deck heading, says in part:

"It has ever been the object of the *Sun* to give its advertisers the best results that could be obtained through the medium of a country newspaper. The first object attained in this direction was the largest circulation of any newspaper in the county and the second the form in which these advertisements were presented to the public through the columns of the *Sun*.

"As a proof of the *Sun's* efforts in the latter case the following tribute to the excellent work of the *Sun's* advertising man, Mr. B. Ray Franklin, which appears in the current issue of the NATIONAL PRINTER-JOURNALIST, is most gratifying.

"Six advertisements which appeared in the columns of the *Sun* are reproduced with the following criticism:

"The value of this criticism and courtesy will be appreciated when it is understood that the NATIONAL PRINTER-JOURNALIST is the recognized authority on everything pertaining to the printing business throughout the United States.

"The advertisements which are reproduced were written, designed and set by Mr. Franklin for the *Sun* and that notice is taken of the work is proof of the efforts of management of this paper to give its advertisers the best results in every way to make the advertisements valuable, not only to the purchasers of the space in the columns of the *Sun* but to the public and also this paper. The *Sun* believes in advertising. It pays."

We are pleased to note that the mind of the *Sun's* editor was big enough and broad enough to recognize in his employee's good fortunes an excellent chance to advertise himself.

Leon E. Derr, foreman of the Anna (Ill.) *Democrat*, sends us a number of ads for criticism, with the following testimonial, which is gratifying indeed to all those who are endeavoring to make this magazine one of the best of its kind in the world:

ANNA, ILL., March 14, 1905.

O. Byron Copper, De Soto, Wis.

DEAR SIR:—I find the N. P.-J. a very great help to me in gaining ideas in ad composition, and believe that it has been instrumental in advancing the quality of my work to a very marked extent.

Yours respectfully,

LEON E. DERR.

In example No. 3 we are showing one of Foreman Derr's advertisements. This is a very neat specimen, showing com-

No. 3.

mendable care in its construction. The matter is well adapted to the space and good balance is attained. In so large an ad we would prefer a heavier border—a larger one, say pica or eighteen-point,—else a plain black six-point rule, and the interior panels would have been better composed of rule with a two-point face. The upper portion of this ad—the heading and the two box panels at either side—is faultless, (with the exception of the light rule employed in the panels, as stated) but the displayed heads in the matter at either side of the large central panel would have appeared much better centered. This same criticism would apply to the matter within the central panel, too. Here, also, an improvement

would have been effected by centering "What Better Christmas Gift than" over "A Pair of Queen Quality Shoes," making the latter a full line, which could probably have been more desirably executed by employing upper and lower of a size larger type. On the whole, however, this is a creditable newspaper ad, the illustrations in which are well situated. We shall hope to hear from Mr. Derr again.

H. C. Martin, editor and proprietor of the Weekly *News*, published at Lenoir, N. C., says, "I enjoy reading your criticisms," and while there are about his paper, as there are possibly about all papers, several things to criticise adversely, yet in glancing it over we are moved to the belief that Mr. Martin also takes an interest in endeavoring to keep his paper up to eminent standards. Somehow or other we get a hint or two from a study of this paper that says plainly that its editor is a "devout man." At least the contents are strictly pure and high-grade in character, devoid of any of that sensational or coarse sentiment that sometimes creeps out of an editor's life into his newspaer. The *News* is not only clean as to contents, but it is also clean in print and appearance. It is a seven-column folio, all home-print, evidently, with plate employed on the first and last pages. A fairly good advertising patronage is enjoyed, all of which is set after plain and somewhat out-of-date fashion. The local and personal mention is quite complete and the editorial department outspoken and patriotic. The title might be improved by allowing less space between the three words comprising it.

AUBURN, NEB., March 17, 1905.

O. Byron Copper, De Soto, Wis.

DEAR SIR:—Under separate cover I send you a sample of a two-page ad for criticism. It was gotten out in a very short space of time. We were compelled to issue a sixteen-page home print paper, in which there was over 1,000 inches of display advertising which had to be "thrown together" during the week. The ad force consists of myself and an apprentice. One of the proprietors assisted on the press work, which was done on a Babcock drum cylinder. The paper has a circulation in excess of 2,800, printed in a town of 4,000 and a county of 15,000 population. Ninety per cent of the families of the county take our paper. During the entire session we never "pulled a sort." I am an appreciative admirer of your work and have profited greatly by your suggestions in the past. Very respectfully yours,

J. C. VOLINE.

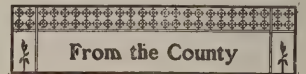
P. S.—Also find a number of samples from the general run of work.

The ad referred to in the above quoted letter is that shown in reproduction No. 4, and without a single exception it represents the finest, best, most attractive and most unique newspaper advertisement ever reproduced in these columns. From the standpoint of the ad-writer and the ad-setter it is a model of excellence, representing an abundance of labor, every detail of which has been carefully attended to. The name of the Nemaha County *Herald*, the publication in which this excellent advertisement appeared, is not unfamiliar to the regular readers of this department, it having been thoroughly reviewed in one of the past numbers. The *Herald* is one of those grand, big, almost perfect papers, which is, strictly speaking, a modern product, containing a thousand times more reading matter, and a thousand times more advertising matter than any daily paper could have turned out four score

Reception--Friday Evening
March 17th, 1905
An Event that Means Something to Auburn and Nemaha Co.
Get The Big Store Habit.
THE BIG STORE
First Anniversary of
GILMORE-ARMSTRONG CO
THE BIG STORE
We Sell Butterick Patterns
10 DAYS--ANNIVERSARY SALE--BEGINNING MARCH 18th--10 DAYS
Charming Spring Millinery Opening
$3.98
NOTICE
10 DAYS--ANNIVERSARY SALE--BEGINNING MARCH 18th--10 DAYS
WE ARE JUST WEST OF COURT HOUSE.

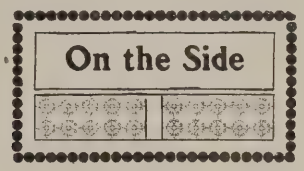
No. 4.

No. 5.



No. 6.

years ago. With an inexhaustible equipment, peerless editorial and reportorial service, the best up-to-date typographical styles, and skilful workmen in all departments, together with that greatest blessing of all—a community full of modern push and progress, the Nemaha County *Herald* is easily and eminently one of the best weekly newspapers in the United States of America. And last, but not by any means least, the *Herald* is blessed with the services of one of the most capable ad-compositors who have ever favored this depart-



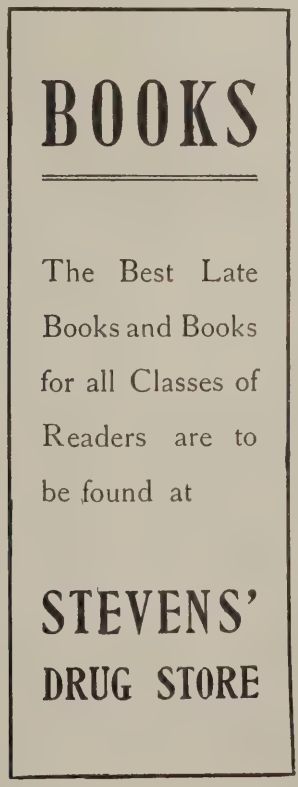
No. 7.

ment with contributions, and this, we take it, is Mr. J. C. Voline, whose fine specimens of typography render the scrutiny of the *Herald's* pages a delightful pleasure to any printer. We also show herewith a few of the unique headings from this paper. (Nos. 5, 6, 7.) It is not possible to exaggerate the excellence of this publication, even though we had columns of space at our disposal for this one review, which, however, we have not, and are therefore compelled to pass on to the next.

HIAWATHA, KANS., March 18, 1905.

O. Byron Copper, De Soto, Wis.

DEAR SIR:—By this mail I am sending you several late copies of The Brown County *World,* published at Hiawatha, Kans., by Ewing



No. 8.

Herbert, for inspection and criticism in your department of the NATIONAL PRINTER-JOURNALIST. Though the *World* is published in a town of about 4,000 inhabitants and only tries to cover Brown county alone, it has a circulation of over 3,100. We call the *World* a 16-page paper, but nearly every week a 24-page paper is printed and very frequently it is necessary to print 32 pages. In the last three months it is doubtful if more than two 24-page papers have been issued—all the others have been 32-pages. The small size newspaper means considerable more work in a mechanical way to get it out, but after several years' trial we still like the style. I will send you at the same time several samples of job work from our office.

Yours very respectfully,

THE BROWN COUNTY WORLD,
CHAS. H. BROWNE, Mgr.

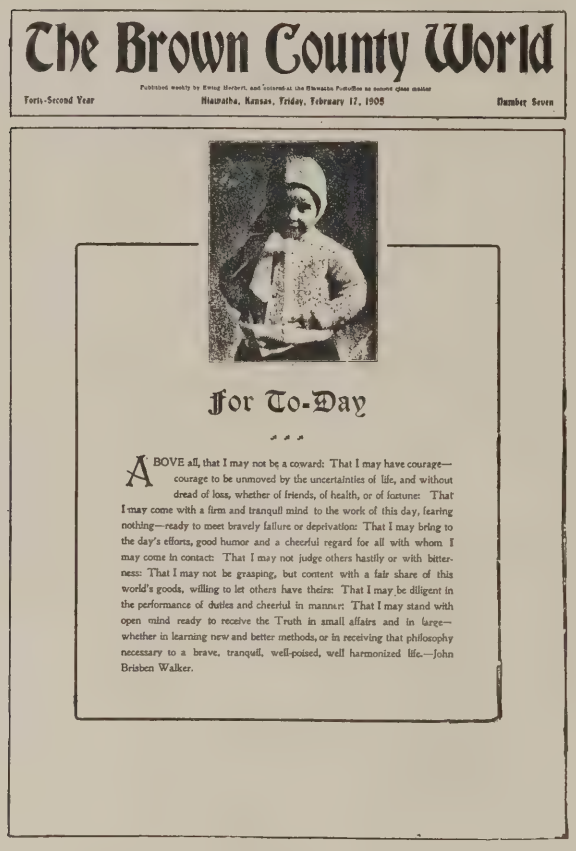
The Brown County *World* is a four-column weekly publication, fluctuating, according to the foregoing statement, between sixteen and double that number of pages, each about 10½x15 inches in size, all cut and stapled in substantial magazine form. To be sure, as Manager Browne suggests, this size paper may have its drawbacks in the way of mechanical

The Brown County World
Forty-Second Year
Hiawatha, Kansas, Friday, February 3, 1905
Number Five
ALWAYS SOMETHING IN IT
EVERY week there is something of value in THE WORLD to every reading person in Brown county—to the farmer, the town resident, the merchant, the man who buys. All the news is found in THE WORLD, all the bargains worth hunting for. THE WORLD'S sworn average weekly circulation was
3157 IN 1904
More than 2500 copies read weekly by Brown county subscribers. The newspaper that pays both advertisers and readers—THE BROWN COUNTY WORLD.
THE PAPER WITH THE BIG CIRCULATION

No. 9.

labor, but it certainly possesses remarkable advantages also, some of which might be summed up as neatness of appearance, convenience of handling, etc. We have during our three years' connection with this magazine seen only a few newspapers of the size and style of the Brown County *World,* and although there is practically nothing in the present trend of newspaper events to warrant the prognostication, yet we are inclined to believe that this is to be the style of the weekly newspaper of the future, if for no other reason than that the public will demand something more handily read. The *World* is an excellent publication, both in point of contents and mechanical makeup. Editorial work and news service are unimpeachable in their extent and excellence; advertising patronage is extremely liberal and the bulk of these ads are handled in a modern, neat and tasteful fashion by the compositor. The wording of these advertisements, too, their scheme and design, is original, and replete with that element that goes out and gets the business. As intimated, the

World is practically a magazine, and the ads within its columns take on a "magazinish" aspect, too, unconsciously, as it were (No. 8), being set, in the main as simply and neatly as



The Brown County World

Forty-Second Year | Hiawatha, Kansas, Friday, February 17, 1905 | Number Seven

For To-Day

ABOVE all, that I may not be a coward: That I may have courage—courage to be unmoved by the uncertainties of life, and without dread of loss, whether of friends, of health, or of fortune: That I may come with a firm and tranquil mind to the work of this day, fearing nothing—ready to meet bravely failure or deprivation: That I may bring to the day's efforts, good humor and a cheerful regard for all with whom I may come in contact: That I may not judge others hastily or with bitterness: That I may not be grasping, but content with a fair share of this world's goods, willing to let others have theirs: That I may be diligent in the performance of duties and cheerful in manner: That I may stand with open mind ready to receive the Truth in small affairs and in large—whether in learning new and better methods, or in receiving that philosophy necessary to a brave, tranquil, well-poised, well harmonized life.—John Brisben Walker.

No. 10.

good type and skilful hands can make them. Each week the cover design receives some material change, typographically, as illustrated in reproductions 9 and 10.

ARCADIA, FLA., March 20, 1905.

O. Byron Copper, De Soto, Wis.

DEAR SIR:—I have been intending for some time to send you a late copy of the *Champion* just to let you see how we were getting along, but your reference to me in the March N. P.-J. about borderless ads, perhaps accomplished the result quicker than anything else. I am sending today under separate cover latest copy of the *Champion*. In it you will find several samples of advertisements set without border, which in my opinion are GOOD advertisements. However, the one I would particularly like your opinion on is the large advertisement of Gore & Scott on page 3. The type was originally set and used for a small hand bill, and the order was to use same in regular advertising space. I put it in the corner to attract attention, and the customer was awfully mad because it was not in the center of the space. Which, in your opinion, would have been the most effective?

If you and the N. P.-J. have another ad-setting contest you may expect me to take part, and with a borderless ad, too.

Yours truly,

ROYAL B. CHILD.

P. S.—We couldn't run our office without the N. P.-J. and though we study it from cover to cover, advertisements and all, I think that perhaps your department is the most useful of all to us. R. B. C.

We are more than pleased to again be privileged to inspect the *Champion,* of Arcadia, Florida, and to note that its initial page is entirely free from displayed matter, and made up strictly in accordance with the rules laid down from time to time in this department. After having admired the first page thoroughly we turned promptly to page three and the Gore & Scott ad (No. 11) and our immediate conclusion was that we did not in the least blame "the customer" for "cussing some" because it had not been set to the center of the space, or differently, some way or other. We cannot help admiring Compositor Child for his "daring to do things which he must certainly be afraid to do," in a typographic way, but in this instance he has surely been a trifle too "fearlessly original." Now, we do not know as we should positively advise this, but, provided the ad were ordered set to one side of the space, it would have been preferable to have allowed an equal margin of white space at the

New Goods
NEW Prices!

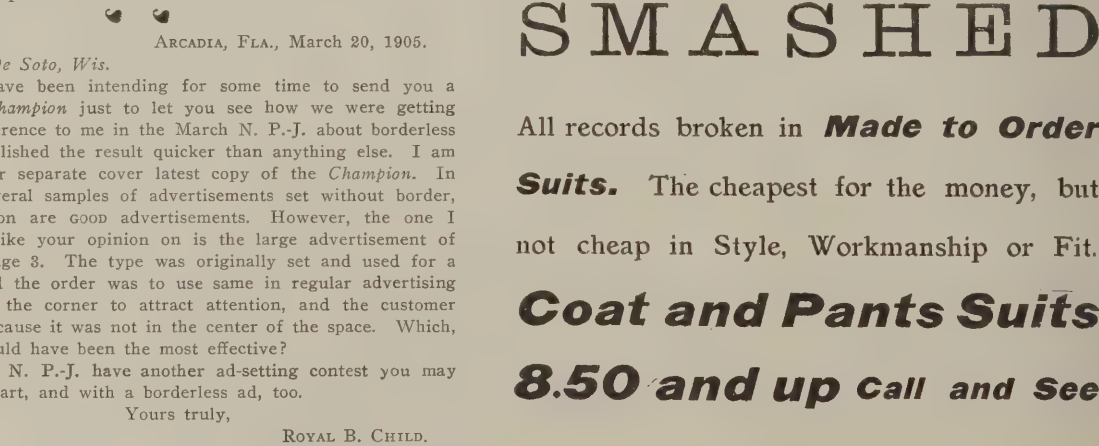
GORE & SCOTT'S
Come in and See Our -:-
New Line Spring Shoes
New Line Straw Hats
(Largest in Town)
New Line Summer Pants
New Line Dress Goods
Etc., &c, Etc., &c, Etc.
All New and Bright, Just in at Rock Bottom Prices.

Come in and get our Cash Prices on Grain and Groceries

GORE & SCOTT,
THE ORIGINAL DeSOTO BLOCK,
Corner Oak and Monroe Sts, Arcadia, Fla.

No. 11.

top and bottom and left-hand side, while to the right, for instance three two- or three-point rules could have been extended up from the bottom border-rule, (or suspended down from the top border-rule, according to the taste of the compositor) with some kind of little "ding-batts" or other stuck onto the ends thereof. This would have relieved this portion of the ad of its present empty, useless appearance. Typographically this is not a good advertisement; there are too



SMASHED

All records broken in ***Made to Order Suits.*** The cheapest for the money, but not cheap in Style, Workmanship or Fit.

Coat and Pants Suits 8.50 and up Call and See

L. D. Harley,

Phone 66, Arcadia, Florida

"OUR PULL IS PUSH"

No. 12.

many discordant faces, the rules employed are too light, and the general design is somewhat "stiff and ragged." To emphasize that which we have intimated with regard to Friend Child's "fearless originality," we beg to call the reader's at-

tention to that diminutive "s" in the word "goods" in the first line of specimen No. 11, and also to the "ew" in the word "New" in the second line. Now, in regard to the small "s," this is perhaps allowable, provided the customer does not object, inasmuch as it is evidently a reinauguration of an ancient typographical practice; but the "s" should have been a trifle larger and inserted at the top of the preceding letter, instead of at the bottom, as should also the "ew" in the second line; and in this latter instance two or three underscores would have been a material improvement. In order to have avoided the use of the small "s" in the first case, a couple of smaller "s's" could have been inserted in the word "goods," with underscores, as suggested in the second instance; but in

S A Y

Don't you feel sick over that hand me down suit?
It never did look good or fit you -:- -:- -:- -:- -:-

Cheer Up

There is a remedy. Just call, 'phone or write me.
I will be pleased to show you the latest up to date
Tailoring novelties for suits. Guaranteed to fit
and always look well -:- -:- -:- -:- -:- -:- -:-

L. D. Harley,

'Phone 66, Arcadia, Florida
"OUR PULL IS PUSH"

No. 13.

both cases invariably these smaller letters should have been of the same series of type as that of the larger letters. The other two specimens (Nos. 12, 13) which we clip from this publication are samples of Mr. Child's borderless creations, of which he is so stanch a devotee. Like ourselves, this compositor believes in setting every line flush, but he does not appreciate the value of rules in connection with this scheme, nor thoroughly understand the correct distribution of space. This correct distribution of space is a matter upon which Will Bradley recently gave some valuable suggestions through the American Type Founders' Chap Book. For instance, let us take specimen No. 12. Suppose below the line, "Smashed," we insert a couple of two-point rules with a two-point lead intervening between the two, and repeat the dose above and below the two lines in Inclined Gothic. Again, suppose we remove a few leads from between the second, third and fourth lines, and also from between the two displayed lines following, and put them above and below our rules, don't you think the result would be worth the while? Try it, and see!

We had hoped with this instalment to get everything on hand cleared up, but an urgent call from headquarters, asking for "copy," breaks in upon us at this stage of the game, therefore we will conclude with the review of several ad specimens from Rex H. Lampman, of Neche, N. D., accompanied by the following letter, which we quote for an obvious purpose:

NECHE, N. D., March 29, 1905.

Mr. O. Bryon Copper, De Sota, Wis.

DEAR SIR:—I write to thank you for what you said of my work in the last issue of the NATIONAL PRINTER-JOURNALIST. The criticisms which you make are so eminently just and sensible that it now seems passing strange to me that I did not myself see the defects which you have pointed out, and I am sure that I shall not again make the same mistakes.

As to the metrical defect referred to in the poem—it occurs in the third line of the third verse. It was first written as you see in the clipping herewith enclosed, but when I set it up for the *Chronotype* I changed the line mentioned to read "As a little babe to Bethlehem," with the intention of having Bethlehem pronounced Bethl'em, which, you see, puts the metre "on its feet" again, as it were. But I neglected to drop the letters "he" and use an apostrophe.

I enclose a few ads from recent issues of the *Chronotype*, to one of which, at least, your recent criticisms are applicable—Moir & Walker's.

Again thanking you, on behalf of the *Chronotype* and myself, for your kindly comment, I remain, Yours truly,

REX H. LAMPMAN.

We are glad that Brother Lampman had the breadth of mind and sincerity of purpose to appreciate the few small words we were able to accord his recent contributions—even those which savored of adversity. With regard to our late reference to the defect in the poem, we beg to call Mr. Lampman's attention to the third line of the second verse, which consists of four and a half Iambic feet, while the coresponding lines of the other verses (with the single exception, to which the author himself refers, viz: The third line of the third verse) are composed of exactly four well measured Trochaic feet. The third line of the third verse is defective, too, either in the corrected or uncorrected state. According to the metrical scheme of this poem as outlined in the initial verse, and well maintained in all the other verses, save the two mentioned, is alternately four, and three and a half, Trochaic feet. We find therefore to read the line "A little babe to Bethlehem," we have four feet Iambic meter; while to read it, "As a little babe to Bethlehem," we have four

The Ocean Wave

A LIFE ON THE OCEAN WAVE" is a very happy existence indeed, according to the poet. We are not prepared to vouch for the truth of this assertion, but we feel safe in saying that the "Ocean Wave" is the most popular washing machine on the market today. Why? Because it is simple, durable, thorough in its work and easy to operate, and life with the "Ocean Wave" as part of the household equipment is almost sure to be happy—at least on wash days.

Call at our store and let us show you the many improvement on this year's model.

Chas. E. Fee & Company

No. 14.

feet Trochaic meter, and one superfluous, unaccented half-foot; or, more properly speaking, the latter construction gives us three Trochaic feet, ("As a little babe to") and one Dactylic foot ("Bethlehem") for "Bethlehem" is a dactyl. To omit the "he," as the author suggests, makes a trochee of the dactyl, giving exactly four Trochaic feet, while in order to correspond with the other lines this line should consist

of four Trochaic feet and an accented half. But, while this discussion is hardly out of place in a department of this kind, we must dismiss it now and pass on to the ads, which

Goin' to Housekeeping
?
EXPECTATIONS
We have a complete stock of up-to-date
FURNITURE
of the most stylish and serviceable sort
Let us fit you out. Goods and prices to please
FOLKER & MURPHY, Neche, N. D.

No. 14.

are all just as neat and clever and original as those shown in our March instalment. We reproduce two of them (Nos. 14 and 15) which are sure to please some of our readers.

As intimated we had hoped to get all publications received up to date reviewed in this instalment, but this we are unable to do, therefore, we are holding over these publications: *Missionary Enterprise,* Hector, Minn.; *Enterprise,* Alvia, Kans.; *Sunday Cosmopolitan,* Sherman, Tex.; *Advertiser,* Holly, Mich.; *Register,* Stanton, Neb.; *Tribune,* Holton, Kans.; *Advocate,* Laurel, Neb.; *Enterprise,* Kellogg, Minn.; *Forum,* Fairfax, Mo. No one should feel alarmed, because all of these papers will "keep" all right, and will be examined at our earliest convenience, so that nothing shall be lost. If your paper is not included in the above list, send in another copy direct to the conductor of this department, at DeSoto, Wisconsin.

A PROMINENT NORTH CAROLINA EDITOR

HENRY BRONSON VARNER, DISPATCH, LEXINGTON.

Mr. H. B. Varner, whose portrait is presented herewith, and who now occupies the position of Third Vice-President of the National Editorial Association, and has been mentioned for election to the office of First Vice-President of the Association at the approaching convention in Guthrie, Oklahoma, is pretty well known to the editors and printers of the United States. On account of that general knowledge of him, as a successful hustling editor, and a genial, companionable, whole-souled man, the following article that appeared in the *Southern Printer* of Washington, D. C., will prove of interest as well as of value to the readers of the NATIONAL PRINTER-JOURNALIST:

"He was born near the village of Denton, in Davidson County, North Carolina, on April 12, 1870. He spent his boyhood days in the country and grew to that sturdy manhood so often attained by the "horny handed sons of toil." The country schools were his only means of obtaining an education, and a longing desire for collegiate advantages have not been realized. Yet, undaunted by disappointments and handicapped by environments, Mr. Varner is prominent today in the social, business and political circles of his great state. At the age of twenty Mr. Varner entered the employ of a nursery company of Greensboro, N. C., with whom he held the position of traveling representative for five years. On May 4, 1896, he assumed charge of the Lexington *Dispatch,* the circulation of which has increased, under his management, from 600 to 8,000, and is one of the most prosperous weekly newspapers in the state. On January 1, 1904, Mr. Varner began the publication of the Salisbury *Weekly Globe,* and recently became the principal in the organization of a joint stock company which is now publishing the Salisbury *Daily Sun* and *Weekly Globe,* being president of the company. The style of the corporation is the Globe Publishing Company.

There is not a more popular newspaper advocate in North Carolina than Henry B. Varner. He has been twice in succession elected president of the North Carolina Press Association, which position he now

Mr. H. B. Varner.

holds. He has attended many sessions of the National Editorial Association, and was chosen third vice-president of that organization at its last annual meeting held in St. Louis, Mo.

In politics Mr. Varner is a Democrat and stands high in the councils of his party. He was nominated for Commissioner of Labor and Printing by the Democratic Convention of his state on April 12, 1900, and subsequently elected by 60,013 majority. Was renominated on June 24, 1904, and again elected for a second term of four years. He also holds the honored position of first vice-president of the Convention of Labor Bureaus of America, having been elected at the meeting held in Concord, N. H., last July. He has been five times elected chairman of the Democratic Executive Committee of his county, beginning this service on September 1, 1897.

Mr. Varner is an honored member of Lexington Lodge, No. 473, A. F. and A. M., and of Salisbury Chapter, No. 20. He served as worshipful master of the former for two years. He has also been complimented with the office of chancellor commander in the Knights of Pythias and recording secretary of Junior Order United American Mechanics of his town.

He was married to Miss Florence Comstock, Dec. 20, 1900.

"DEAD MEN MAKE NO SALES"

"Dead men make no sales," and there are those who have a name to live and yet are dead—dead to every aspiration for solid attainment, to all earnest, well directed, untiring effort for substantial improvement, worthiness, usefulness or success.

REVIEW OF JOB WORK

BY A. V. FITZGERALD, MILWAUKEE, WIS.

Address all Communications for this Department to
1319 W. Ravenswood Park, Chicago, Ill.

The following quotation from a letter received recently from Mr. Brent Williams, Fulton, Mo., brings up for discussion a very important subject, upon which there is, perhaps, more differences of opinion than on any other detail of the printer's art—the tastefulness and appropriateness of ornamentation: "Your criticism of the ornamentation comes rather as a shock, for in looking over the work of such good artists as * * * we find ornaments galore. We take your criticism in a kindly spirit and value it very highly, but really, in some cases, don't you think criticism is merely a difference of opinion? I mean by that, that something you might criticise would be passed on as artistic by some one with different ideas." Certainly, Bro. Williams, it is true as you have stated it. But let us see the arguments pro and con. Eighteen or twenty years ago the "ornamental" was in vogue. A letterhead contained a stickful of ornaments, a curve or two, a line of "fancy" type, and a few words in a legible type face. It took from two to four hours to set it, and the result was artistic—according to the opinion of the great majority of printers at that time. Today nine-tenths of the letterhead composition in the high-class printing offices of this country is severely plain—the compositor consuming one to two hours and using Gothics, Blair, Engravers' Roman, Engravers' Bold, etc., with now and then a line of legible text such as Cloister Black. It has taken nearly twenty years to convince the printers of the country that this style is to be preferred to the fussy, over-burdened stuff before mentioned. And the forces that have brought this change about are active today. The American loves directness and strength. He may admire the ornamental but never beyond the point where it clashes with the greatest strength and efficiency. Note the successful type faces of the past few years. Are there any fancy designs? Even the more popular borders and ornaments are of strong and simple design, and it is to be hoped that the work of no one man (though he be of preëminent ability) can cause a general stampede of printers back to the jungle from whence they have barely emerged. It may be that we are on the eve of another "crazy" period during which artistic job work shall be "built" instead of being "set." If so, I shall then expect to see the American business man, in his overwhelming desire for "something different," demand that his tailor fit him out in the fantastic toggery of the Middle Ages.

Yes, it is all a "mere difference of opinion, but I believe that the *simple and direct* appeal is a little too strong to be overcome by the *fantastic* and *involved*. The compositors to whom Mr. Williams refers as "using ornaments galore" are certainly among the progressives, but quite frequently they permit their desire for "something different" to give the "eternal fitness of things" a black eye. However, while in the reproduction of their work in the journals preference is generally given to the *unique* effects, the great bulk of their product is along more conventional lines. It may be just the thing to plant a few flower pots on a dressmaker's billhead—I am open to conviction, but I am not convinced.

The ornament objected to in criticism referred to by Mr. Williams, would pass on advertising literature but is not consistent with that chaste style so desirable in stationery composition.

W. A. Hill, Franklinville, N. Y.—A lot of stationery samples, chiefly panel designs. The compositor's work throughout is very fair in the matter of type selection and display, but the rules are not perfectly joined, and the press-work leaves a great deal to be desired. In the Empire Electric Company billhead there is too much space between the words of the title line, which is also too high in the panel. The words "incorporated 1902" should be as small as the officers' names.

Hackney & Maale Co., Asheville, N. C.—Cover composition is very good and so are your ads. The title line in Thoma & Smith Company letterhead is too widely spaced. A line of condensed type should not be wide spaced.

Ward, The Printer, Newport, R. I.—Samples show a judicious selection of type faces, fairly well handled. As a whole they are above the average.

Rex H. Lampman, Neche, N. D.—The criticism you make on your own letterhead is approved. In the event of your resetting it, make the title panel a pica longer and a pica wider, giving more space all around the principal line. Your panel work is well done and I am pleased to see that you have not fallen into the error of putting every job in a panel. The stationery work not in panels shows good clean cut composition. Your type is well selected.

S. P. Willard, Corsicana, Texas.—Corsicana is to be congratulated. The printeries of this town are executing work that would attract attention in any town in the United States. The samples sent in by Mr. Willard all bear the impress of the "modern idea." They possess style. They are not so "original" as some of the nightmare creations we receive, but are well printed, colors well chosen, type artistically but not fantastically arranged and the whole lot giving evidence of thoughtful and capable workmanship. It is noted that the style adopted for a firm's billhead or letterhead is maintained throughout the stationery of that firm. This is as it should be. It gives a character and individuality to each customer's printed matter. The heading of the Houston statement should have been cut down three or four picas—there is too much space between the word "dentist" and the head-rule.

Geo. H. Ellis Co., Boston, sends a calendar—a neat reminder—a sketchy March Girl tipped on first page, and a brief, comprehensive ad on the back of the card.

B. Ray Franklin, Fulton, Mo.—A large assortment of samples which will be reviewed in the next issue.

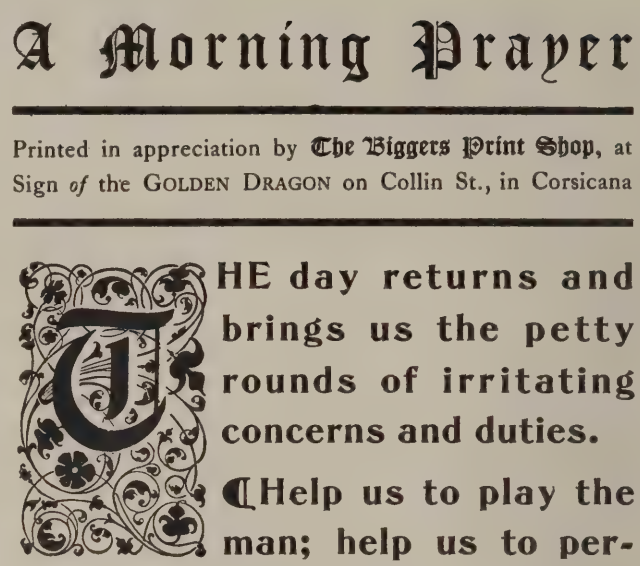
MICHAEL EDMEYER, Canon Falls, Minn.—Your program shows that you are starting out in the right way—the style and type are appropriate.

J. FRED PETIT, Butte, Mont.—The composition of the Lutey Bros.' Price List, as a whole, is commendable. The first, second and third pages of the cover are tasteful, although the use of Post Old-Style and Condensed Gothic in the same page is open to criticism. The first inside page should have been set in type of a lighter face, and it would add to the style and clearness of the page had the paragraph

No. 1.

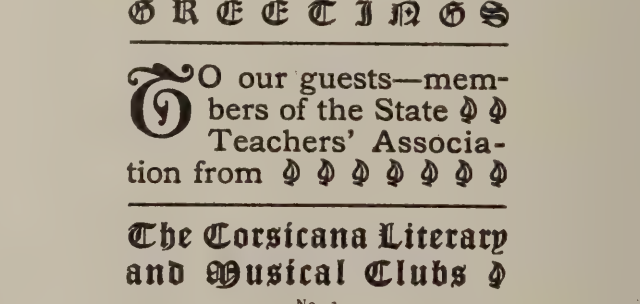
ending with the word "greeting" been given distinction by setting in caps or italic, as it is merely prefatory to the story the page has to tell. The uneven color of the inside pages indicates poor presswork, or that several of the pages had been run for more impressions than the others. The cover is reproduced (Fig. 1) with the suggested improvement of omitting the underscore and using the space gained thereby to further divide "Price List" from the main line. But these are merely fine points—it is a good job typographically. This cover is printed on green cover stock, in black with a yellowish tint in the "drop" panel.

BIGGER'S PRINT-SHOP, Corsicana, Texas. — Perhaps the finest assortment of small commercial work received this month comes from the Bigger's Print-Shop—good composition, good presswork, and a judicious selection of stock are in evidence in almost every sample. The composition shows an endeavor to get away from the ordinary—and with considerable success—yet there is no freakishness. "A Morning Prayer" leaflet, however, does not show that regard for "the eternal fitness of things" manifested in the remainder of the specimens. By long association we have come to regard certain styles of type as appropriate, or inappropriate, to this class of work, and the impression given by the body


A Morning Prayer
Printed in appreciation by The Biggers Print Shop, at Sign of the GOLDEN DRAGON on Collin St., in Corsicana
THE day returns and brings us the petty rounds of irritating concerns and duties.
¶Help us to play the man; help us to perform them with laughter and kind faces; let cheerfulness abound with industry.
¶Give us to go blithely on our business all this day; bring us to our resting beds weary and content and undishonored, and grant us in the end the gift of sleep.
ROBERT LOUIS STEVENSON

No. 2.

type of this leaflet (Fig. 2) leads one to expect "marked down to 49c.," at the end of it, rather than an "Amen." A plain roman letter would be an improvement—Old-Style Antique, Caslon, etc. And now for the only really *bad* piece of composition in the lot—the first page of the Literary Club program. Text caps are to be used *with text lower case* only—their use for the entire word cannot be defended—might as well



No. 3.

attempt to justify the use of script caps, exclusively, in the composition of a line. The second fault lies in the selection of a form, or pattern, to which the matter does not lend itself, and the attempt to *force* it into the chosen shape led to other faults—too many word divisions—the insertion of ornaments between words having the closest possible relation—and as we read the sentence we are compelled to "jump" a few more ornaments and a cut-off rule to complete the sense, a fault which it is not necessary to dwell upon. (Fig. 3).

White River Journal, Kent, Washington.—A blotter, advertising the *Journal* printery, the criticism of which rather falls within Mr. Woodward's province. The ornament used is an empty spider-web with the spider in waiting, which I hope is not quite appropriate. It certainly suggests that a horrible fate awaits the customers beguiled to accept the invitation contained in the ad.

Wm. H. Wagg, Uxbridge, Ont.—Your letter received, but no specimens. Kindly send in duplicate lot.

"You never can expect anything from the *dinky, dinky* ones who don't care." So says an attractive two-color envelope slip—or maybe I don't interpret *correctly* the two

YOU never can expect anything from the ones who don't care

No. 4.

what-you-may-call-'ems,—may be it is an ornamental way of presenting our old friend "dashed dash,"—or, maybe they should not be used at all in this manner,—maybe. (Fig. 4.)

Desbarts & Co., Montreal, Que.—The samples received bearing this firm's imprint are all high-grade, and several equal in design and execution the best work of the foremost American printeries. The booklet entitled "Montreal" is especially deserving of the foreging comment.

W. H. Harkie, Oakland, Cal.—Samples to hand are not very satisfactory. Your panel work is very poorly executed. This style of composition should be used very seldom in *one-color* stationery work, and should be perfect—so far, at least, as having the rules fit snugly. You will find it more profitable to confine your study and work to securing simple and stylish results in your type display, without panels.

L. G. Patterson, Ft. Pierre, S. D.—Your brass rule is evidently in bad condition. The Keyser & Robertson letterhead is well displayed. The underscore should be omitted and the smaller panels brought about four points closer to the center panel. Also omit dashes either side of "Office of." It would improve the design were the outer rule run in a light tint, or a single rule used if printed in black. Better, in the latter case, leave out the four black ornaments.

CLARK'S
VIEWS OF
MONTREAL
100 Lovely Views
ONLY FIFTY CENTS
Clark's
Souvenir
Post
Cards
ARE ALL
THE RAGE

No. 5.

VISIT
THE WIGWAM
5 Doors North of Windsor Hotel
Opposite Dominion Square
138 PEEL ST.

Snowshoes
Moccasins

Ladies' and Gentlemen's, Boys' and Girls' Moccasins and Snowshoes. The largest stock of these goods in the City at low prices.

No. 6.

Greenberg & Stutes, Spokane, Wash.—Some out-of-the ordinary printing, characteristics of Mr. Stutes. As most of it is "tooting their own horn," I can't criticise in detail without invading Brother Woodworth's "sphere of influence." Pass.

The Matthews-Northrup Works, Buffalo.—The specimens bearing the imprint to this well-known firm show such originality in design and skill and carefulness in execution that criticism in this department would be superfluous.

The Beaver Hall Press, Montreal, Que.—Work distinguished by unique and stylish composition—mostly advertising folders, showing many novel folds. Two pages, one of them is reproduced to show the general character of the work. They were printed in red and black, on buff antique stock. To the critic there are obviously a few defects in spacing. (Fig. 6.)

HELPING PATRONS.

We have received from the new newspaper and job office of the Joliet, Ill., *Herald,* a very unique booklet, the review of which properly belongs to either our "Review of Jobwork" or "More Work Through Publicity" departments, but there are features that will not make "notes and points," in regard thereto, inappropriate here. The booklet is accompanied by the following note to the editor, by F. H. Hall, the general manager of the combined newspaper and job office plant; "The drug man said he was going to open a bigger store, with a birthday party, and wanted a nice souvenir. He left it all to the Joliet *Herald,* and we think he got something original, nice and hard to beat." We coincide with the *Herald's* view and right here stop to make our first point. It is the highest of business wisdom in this day of progressive printing, for every office that expects to keep up with the times and win worthy success, to be prepared on a suggestion from a customer, to design, and get out "something original, nice and hard to beat," that will please and do execution. There is no better way of winning confidence, esteem and business. A printing office should never admit that there is anything needed by its natural and legitimate local customers, that it cannot furnish. The design of the first page of the "Birthday Souvenir" is a happy one. The drug store was only thirteen years old and the idea was suggested of a little girl's birthday party. The little guests are pictured as arriving with their bonquets and dolls, while the hostess is motioning them to seats in her parlor. The inside pages are devoted first to a talk about the birthday, an invitation to be present and a brief history of the store's growth and the necessary enlargement to double the former size. Then follow interior views and descriptions of the different departments and the goods handled therein and the conveniences offered to customers. The prescription department, cigars and stationary; the soda fountain, chamois and sponge departments and the truss and rubber goods rooms, and a mammoth horseshoe show case (in shape) each have an illustration accompanied by an interesting talk about the same and the goods contained therein, and then the manufacturing department, with a list of the remedies put up therein, has a separate page. A fine quality of white stock is used and the cover is printed in colors. The title page consists just of the name and on the opposite page, in a neat circular-saw-shaped design, is the trade mark containing the words "Stillman, up-to-date Pharmacy." Initial letters are used, but further than this, the inside pages are without ornament. The book is neat, tasty and appropriate to a drug store.

SKETCH OF MY CAREER AS A NEWSPAPER-MAKER.

BY O. BYRON COPPER.

HOW frequently we hear the expression, "a natural-born poet, artist or story-teller," but "a natural-born printer" is not of such common occurrence, due to the fact, no doubt, that, according to popular belief, the "art preservative of all arts" is much more easily acquired than inborn or bred. In my last March instalment of "Newspaper Criticisms" I rather rashly promised my readers a "bit of personality," and in the fulfillment of that promise I do not wish to "throw any bouquets at myself," much less make any immodest statements; nevertheless, in seeming contradicition, even prefatorily, I was about to bestow upon myself the compliment of being a natural-born newspaper-maker.

One cannot write autobiographically without at least a seeming egotism, perhaps, but I assure my readers that the desire to put these few personal facts before them is not wholly egotistical or self-conceited. In the first place, I am quite well aware that my appearance in the "typographical firmament" has appeared to several as somewhat "mush-roomish," and for the benefit of these, I desire to show up, if possible, that my experience in newspaper making dates back even to the time when I first learned to form crude characters with a pencil. But before entering upon a narration of my career as a newspaper-maker, it might not be entirely out of place, and certainly quite conventional, to dwell a moment upon my birth, parentage, family traditions, etc.

The only fact of my life in which I might be encouraged in its resemblance to that of great Americans is that I, too, was born in a little log cabin. This little log house was situated on Sugar Creek, Crawford county, Wisconsin, and here I first saw the light of day, May 13, 1878—a most unlucky date, the superstitious reader will concede. O. B. Copper (eldest son of Ralph Copper, "the pioneer poet of Crawford county") was my father, and Viola Montez Wilcox, his wife, my mother. On my father's side were the Coppers, of pure English descent, and the Williamses, Protestant Irish; while on my mother's side of the house was English and Swiss blood.

There is a bit of family tradition which says that my great great great grandfather settled originally on the present site of the city of Baltimore, Maryland. His eldest son returned to England, where he met, wooed and married a niece of the illustrious English orator, Charles James Fox. On returning to this country with his bride, this ancestor of mine found that his father had in the meantime died, his widow (a second wife) and her eldest son having stepped into possession of his vast estates, contrary to the English laws then governing the Colonies, by which the eldest son (which in this case was my great great grandfather) was sole legal heir to all his father's goods and chattels. Thereupon my great great grandsire entered litigation for the recovery of his birthright, but there were "nine points of law" against him, and at length, his own fortune swallowed up in the Colonial courts, he packed the residue of his earthly goods together and, with his wife passed up over the mountains into Pennsylvania. Here he begat a large family of sons and daughters, one of the former being my great grandsire.

My father, like his ancestors, was a tiller of the soil, and, therefore, my early life was spent upon a farm. We dwelt within a neighborhood of Scandinavians, exclusively, hence my childhood, as I remember it, was one of solitude. I had no brothers, and but one sister, two years older than myself, who, in those earlier days stayed almost exclusively with her grandmother. Thus alone, and cast entirely upon my own resources for amusement, my imagination was brought into constant play.

When I was scarcely four years old my mother died, and a sister of my father's came to keep house for us. Although at that time I was too young to take cognizance of such things, as I now look back upon it, the loss of my mother must have had a tendency to deepen my childish sense of loneliness. Father was a kind-hearted man, however, and despite obstacles my child-life was a veritable heaven. All day long I roamed the daisy-dotted fields or sought the deep fastnesses of the bird-inhabited wood, dwelling within a world of my own and chatting incessantly with companions of my own imagination. Thus the happy years rolled their ceaseless course, until the eleventh spring of my life, when, through an accidental injury to my right hip I became a cripple for life.

I had never taken much to books nor school, especially detesting, and being exceptionally dull in, mathematics; but at a very early age I had manifested remarkable skill with a pencil and spent much of my time drawing pictures and creating for my own amusement many pictorial paper toys. A slate and pencil was my daily companion, especially during the long, cold winters, and finally my sister and I conceived the idea of editing newspapers on our slates. At first this was somewhat laborious work, but by practice the task grew easier and these "slate editions" became as numerous daily as those of the Chicago *Tribune*. These "papers" were written on both sides of the slate, two or three columns wide, with an elaborate heading and grotesque illustrations. "Aunt Allie" was my sole "subscription list" and most ardently did my childish mind and chubby fingers strive to produce a sheet worthy of her approbation. The contents consisted chiefly of badly butchered, but original, verse, and wholly as bad rhetoric and grammar in original puns and jokes, intermingled with ludicrous bits of fiction and imaginary news items.

This sort of thing continued for several years, when at last my sister and I conceived the idea of issuing a real paper. Our few pennies were collected and a couple of rubber stamping outfits were invested in. And then we issued our first edition of the "Midget," a two-column folio, on tablet stock, notehead size, laboriously stamped line for line, with a cardboard stenciled heading. This was made up chiefly of news items clipped from "exchanges," with an original poem or two from sister's more talented pen. The initial edition consisted of one copy, and during the second edition the "typo's" patience became exhausted and the "Midget" ceased to exist as suddenly as it had sprung into existence.

Mr. and Mrs. O. Byron Copper.

Reaction immediately set in, and for some time no other newspaper ventures were perpetrated. However, the following autumn I printed "The Magnet," "an advertiser," on approximately 9x12 manila stock, the contents of which were exclusively advertisements copied with a lead pencil from the magazines and newspapers with which my grandfather's library was always abundantly stocked. The ads contained in this publication were all of the most profusely illustrated designs, such as those of the Cuticura remedies then running in *The Youth's Companion*, each of which contained an outlined human face, and so closely were they duplicated that a guest at the time mistook the home-made sheet for a regularly impressed copy. "The Magnet" represented a fine example of patience and perseverance, and was the triumph of many days' labor. It is now, I believe, in the possession of a friend of mine (who was later associated with me in the "newspaper business") now at Madison, South Dakota.

My schooling was desultory, due to intermittent illness, I having been unable to complete the common school course until past eighteen years of age. We were poor—very poor—father being a renter and for many years in the midst of adverse circumstances and "unmerciful disasters." Blank paper of any description was a scarce article about the household, and of course we had no money to spend on such luxuries. Therefore, every paper bag, every scrap of manila wrapping paper, all old envelopes and even the unprinted margins of the newspapers about the house were utilized by me in my unceasing printing and drawing.

As previously intimated, I lived within a beautiful world of my own imagination, in those days, and loved and hated, associated and conversed with the people in it. I drew maps of my "Garden of Eden," and, like Adam of old, gave names unto the towns, cities and villages and unto the railroads, rivers and mountains as well. At length I bethought me of the desirability of having likenesses of all those associates of my own creation. In this world of ours—I say our world because my sister shared alike with myself in all the good things of that Eden—we had a secret order, known as the Charity Boys' Lodge, which was made up of a multitude of youths, each of whom were as much of a reality to me then as are any of my fellow-beings today.

Therefore, equipped with a lead-pencil and a manila paper sack clipped into folio shape, I began the publication of an official organ of the "C. B. L.," entitled the "Charity Boys' Blade." The initial number, with pages perhaps about 9x12 inches in size, consisted exclusively of portraits of the imaginary members of the imaginary lodge, including ourselves, my sister Mollie, and I, always posing as twin brothers in Eden. The following issues, however, contained miscellaneous matter written by my sister and self—poetry, stories, puns, fictitious news articles and country correspondence. "The Charity Boys' Blade" was a weekly publication, five issues appearing without halt or hesitancy, when it suddenly became extinct, whereupon the publication of "The Cronville Clipper," "The Nugget-Globe," "The Oak Center Nugget," "The Weekly Nugget," and other papers followed, making an interesting series. All were printed with a lead-pencil on manila stock, profusely illustrated and each containing several inches of displayed advertising matter.

Each week, regularly for many months, one paper was published, although many of them were short-lived. These papers were said to be specimens of real art, and many of them were printed while their creator lay flat upon his back, sick and racked alternately with excruciating pain; because, for six long years—between the ages of eleven and seventeen—I was for the most of the time an invalid.

At length it was found necessary to have a surgical operation performed on my hip, in order to prolong my life. I passed through this ordeal successfully and during the painful period of convalescence I produced the initial copy of "The Little Hobo," my first really serious effort at newspaper-making in the natural world. I was then living in the little village of Ferryville, and "The Little Hobo" was an exponent of its best interests and a disseminator of its local news. Stephen A. Olsen, a schoolmate and chum, became local reporter, while my sister, who still resided on the farm, condescended to act as "country correspondent."

"The Hobo" was a three-column folio, with 9x12 pages, the first of which consisted of a short poem, country correspondence, an illustrated double-column news article, and local briefs; the second page contained an elaborate subhead, a column or two of editorials and another illustrated double-column news article; the third page was made up of the first installment of a serial story, jokes, cartoons, verses and ads, while the last page held a secondary subhead, Ferryville markets, two columns of locals, and a column of gratuitous, displayed business cards. When, through my co-partner, the good people of Ferryville first became introduced to "The Little Hobo," the demand for it became great, and each week the little paper passed from hand to hand until nearly every household within the village, and even beyond the village, had devoured its contents and admired its handiwork. In time the application of several persons became so urgent that I finally agreed to accept subscriptions from a limited number at five cents the copy, and then the tedious task of issuing from five to six papers weekly was begun and kept up for approximately two years. The little sheet grew in popularity and, despite its limited editions, was more widely circulated than many professional publications.

As I have previously stated, we were extremely poor, the people of Ferryville and vicinity having contributed generously toward the payment of my doctor's bills, and then they talked of buying me a real printing press and type—but they, dear souls, were not rich, either! A real press and real type was the height of my youthful ambition and heart's desire; and, although through poverty I was compelled to go without such luxuries, even that calamity could not crush nor exterminate the innate desire which I had for making newspapers, notwithstanding my sole equipment was a ruler and a penny pencil.

However, in the spring of 1897, when I was all but nineteen years of age, through the instrumentality of my school teacher, I got what I had so long anticipated—a position in a printing office. Only once before in my life had I surveyed the interior of a print shop, and great was my joy and interest on being installed as a fullfledged "devil" in the sanctum of *The Kickapoo Chief,* at Wauzeka, Wis., where the winding Kickapoo river, at last apparently wearied of its meandering course, empties itself into the raging Wisconsin.

Having so oft imagined myself in such a position, the printing office seemed quite the natural thing for me, and within a very short time I had mastered the "case" and learned how to hold my stick and set type with the rest of them. My apprenticeship was exceptionally fortunate, inasmuch as that my instructors were skilled men. Riley Thomson, now a traveling salesman for Rider-Wallis Co., of Dubuque, Iowa, was then editor and publisher of the *Chief,* with Clare Cole, an "old-time Chicago print," since deceased, as partner and chief typographer. From the latter and the foreman, Wallace E. Martner, who is now one of the publishers of the Crawford County *Press,* of Prairie du Chien, Wisconsin, I got the primary rudiments of the printing business.

Within a year and a half, or such a matter, after my entrance of the employ of Mr. Thomson (who was, and is yet, one of the finest types of noble manhood I have ever met) by the natural trend of circumstances, I passed on up through the various stages of the "embryonic" printer, and was at last handed the key to the front door, and informed that I was "foreman of the shop." Here I remained until Bellows & Thomson (the latter gentleman having taken in a partner) sold their plant to Jerry O'Neil, the present owner. Then I resigned and going to the historical city of Prairie du Chien, secured work as job and ad compositor on the *Union.*

My stay at Prairie du Chien was brief, lasting merely from the autumn of 1899 to the following spring, when I passed on to a better position as editor and chief compositor on the *North Iowa Times,* at McGregor, Iowa. This was up to that time the most pleasant position I had secured, as Publisher Huebach is one of the finest men to work for in the world; but it was evidently too good to last, for shortly after my arrival there the proprietor sold a half interest in the plant to Wallis & Son, which relieved me of the editorial work, and eventually my entire job. A new paper, however, *The McGregor Republican,* by Woods & Foster, was launched upon the journalistic seas at this critical juncture, and I was fortunate enough to secure the foremanship of that office. My stay here was pleasant, but the field at McGregor was inadequate for the support of three publications, hence along in May, 1900, the death of the *Republican* became inevitable, therefore I cast my weather eye about in search of a new berth, and through an ad in the *Inland Printer,* secured a position as job and ad compositor with P. C. Darrow, typographer, then at 342 Dearborn St., Chicago.

Although I had held the highest places in country offices, and notwithstanding that I faced the city with a resolute heart, it was not without multifarious fears and tremblings that, on a cold, drizzly, dark, raw Chicago Saturday in the spring of 1900, a green country printer on crutches wended his way up from the Union depot over on to Dearborn St., to get a square look at his future place of labor.

On the following Monday morning I reported for duty and was set to work, "throwing in." Just think of it! talent like mine—talent which had been the pride of many a country print-shop!—wasted over the distribution of the contents of a dead galley! I swallowed the big persistent lump which somehow or other kept rising in my throat, and "dug in" with a will. At last during a rush one day I caught a small job or two—just plain, simple letterheads, or something of that nature—and imagine my discomfiture, if you can, when the foreman, a lad of about my own age, examined my proof and then "ripped it up the back proper," necessitating almost an entire resetting. When I had recovered from this shock sufficiently to think, I saw that the foreman was right, and

that my greatest mistake in city composition was sacrificing accuracy for speed, simply because one envious country printer had once told me that I was not "swift enough to hold down a job in a city office." I resolved then and there to overcome the fault.

I soon discovered that I was employed in an office doing only the highest grades of work known to the craft, and I was therefore fortunately associated with some of the best typographers in that great typographical city. I was careful to note their work, and carried proofs of it to my boarding house, where I pondered and studied them from all points of view. At last my golden opportunity came. Miles, the "head compositor," "laid off" one day on the pretense of illness—but I have half believed since that it was merely to give me a show—and as a consequence of his absence I caught a high-grade circular. My cheeks fairly burned as I caught the inspiration and began to slash rule in real professional style—panelling then being at its zenith. When I had my job completed I was not surprised that the foreman's eyes dilated a trifle when he read the proof, for the artistic effect surprised even myself. With a few finishing touches, then, from the foreman's skillful tweezers, the corrected proof was sent down to the "old man," who immediately consulted the job ticket and then had a word with the foreman. That Saturday night my pay envelope was somewhat fatter and my heart a great deal lighter, by virtue of a few complimentary words from my employer, for whatever Darrow's faults might have been, he evidently believed in encouraging his workmen by giving abundant praise where praise was due.

Cottage Home of O. Byron Copper, De Soto, Wis.

At this place, too, I was again fortunate in having as instructor and coacher two of the most original and skillful type-artists then in the city of Chicago. George S. Murphy, who is now manager of the Kelmscott *Press,* at Downers Grove, Ill., was without a single exception the best printer I ever met, his knowledge of all branches of the work being practically inexhaustible, and his taste and ability to create neat, simple type effects surpassed by no one I have seen before or since. R. Hubert Miles, head compositor, now in business for himself somewhere in Iowa, was more grotesque in his creations, but also a trifle more original than Murphy, and their many talks with me anent the art, as well as numberless demonstrations, taught me more about correct typography than I can safely estimate.

I spent two and a half years in the "Windy City," and nearly the whole of that period was employed at Darrow's, although during "dull spells" I found work in other offices, and in the interim my literary work had not suffered from neglect, for ever since I was a mere youth half my nights and Sabbaths have been spent before a desk or table with ink-pot, pen and paper before me. Up to this time I had contributed an available poem or two to standard magazines, and had had the pleasure of seeing my scribblings published in nearly every amateur magazine connected with the United Amateur Press Association, of which I was an active member, from 1900 until 1903, at one time holding the poet laureateship.

It was while in Chicago that I sold my first short-story manuscript, as it was also here that I begun publishing "Copper's Critique," "a periodical of Amateuria," gotten out on professional lines. The "Critique" was a seven-by-ten, eight-pages-and-cover monthly, which first appeared in February, 1902, and ceased to exist after the July issue of the same year, having been sold and consolidated with the Chicago *Esteran,* another amateur publication, edited and published by Walter H. Price, a member of the Federation of Chicago Amateurs, a mushroom literary association of which I was for a short time reluctantly president.

It was, furthermore, about this time that my introduction to the National Printer-Journalist company took place, which came about in this manner: There was a persistent slackness in business at Darrow's—one of those spasmodic seasons of dullness with which all Chicago printing houses are more or less familiar, and Darrow at length concluded that he must diminish his force of compositors. It fell to me to go. Taking my letter of introduction and recommendation from Philo. C. Darrow, addressed to the National Printer-Journalist, I proceeded to Room 400 Caxton Building and made application for a job. Unfortunately there was one application in ahead of mine, but Editor B. B. Herbert, whom I found that day at his desk, assured me that in case the "other fellow" proved unsatisfactory I should be given a trial. Then, as an afterthought, I was asked that if I were employed, could I handle the department of "Newspaper Criticisms?" I replied in the affirmative, explaining that newspaper-making and the kindred literary work had been my life's study, and so I got the job of writing the department, although "the other fellow" was employed satisfactorily to do the mechanical work on the magazine.

In the fall of 1902 I left Chicago and was wedded to Miss Bernice Rosencrans, of Wauzeka, Wisconsin, thereupon entering business for myself at DeSoto, Wisconsin, a village located on the Burlington road and the banks of the Mississippi midway between the cities of La Crosse and Prairie du Chien, exactly on the line dividing Vernon and Crawford counties.

Philosophy teaches us that there is always a reason for everything, and paramount among the reasons that brought me to this particular spot was that De Soto was near my boyhood home and aged father, and as well near the home of my wife's aged parents. On one side of the evidence, this village was an ideal location for a newspaper man, having up and down the river sixty miles of territory before a competitor was met with, and on the east and other points of the compass the nearest rival was twenty-five miles away. To be sure, just across the river at Lansing, Iowa, two papers existed, but as these are in a different state, without bridge connections between the two towns, they could hardly be considered competitors. Only a few miles north of De Soto is the site of the famous Chief Black Hawk's last stand, known as Battle Island, where the Battle Island Assembly holds its annual meetings; and the country adjacent to the village is one of the richest and most fertile farming districts in this section of the State. These were some of the arguments in favor of my location in De Soto, but the argument against, was that as many as a dozen editors had, in years gone by, attempted the publication of a paper here, and all eventually giving it up as a bad job.

As the reader already knows, *The De Soto Argus* was started with State Senator Oliver G. Munson's *Vernon County Censer* as its only real competitor, in December, 1902. It was put up along the lines exploited from time to time in the department of "Newspaper Criticisms," and today, although the paper is yet in its infancy, it enjoys a healthy circulation, and a steadily increasing popularity, being generally conceded "the best paper in the two counties."

De Soto is noted for its scenic beauty and is in reality an ideal summer resort.

Within a few months after the paper was started, the volume of work became so great, that seeing the desirability of a business-partner, I disposed of a half-interest in the plant to my brother-in-law, F. J. Perrin, of Wauzeka, Wisconsin, who has since looked after the business affairs, while I myself have attended to the editorial and inside work.

In September, 1903, my wife and I were blessed with a little son—Ralph Donovan, we called him—who died of pneumonia on the twenty-eighth of last December. This incident, coupled with my own failing health, has caused me to wish to migrate to a warmer climate, and, therefore, the De Soto *Argus* is now for sale, the business being sufficiently well established to insure the success of our possible successors.

I have at times, like all printers, perhaps, wished that I might wash the stains of the print-shop from my hands forever; but, according to the proverb, once one's hands have become besmeared with printer's ink, one can never thoroughly cleanse them, so I presume I am doomed to live and die as I was born—a printer.

O. Byron Copper.

QUESTION BOX

All Questions from Printers will be answered in this Department
Address CHARLES A. KING, Beverly, Mass.

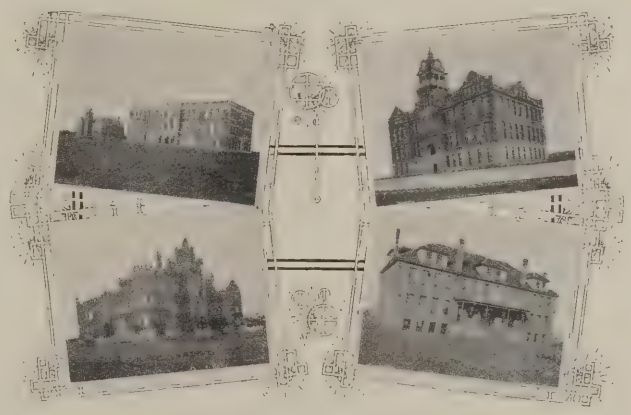
O. T., Indiana. Could the editor of the Question Box give us some idea of how to make money in the printing business; or rather some means of increasing our work? It is well known that many printers are doing something more than keep out of the poorhouse, and if the editor can give the readers some hints they may prove as valuable as answers to those who are in trouble about work problems. A good many job printers have spare time and would like to find some method of making it profitable.

This may be a little out of our line, but perhaps if some of the readers will explain their method of catching the wary penny they will not lose hold of it and some one else may also find a stray coin. It seems to me that the very worst thing a printer can do is to cut prices just to keep his shop going in dull times. It is almost an invariable rule that the customer who gets a cut price today will come back with it in a busy season and act provoked if it is not duplicated at the same price; this is also true of using a job lot on work which will probably be duplicated. Just because you are lucky to pick up a bargain in stock today there is no surety that you can do so a few months later, and a good many printers have a careless way of saying they will make the price the same as the last, without stopping to consider whether it was done in a slack time on a special job lot of stock, which may be impossible to duplicate. Then again there is a vast difference in the kind of help employed on a job. A $25 man may not be able to set as much straight matter as a $10 a week girl. The girl of course cannot do his work, but she can set straight type for less than half what he can, and the same is true in many departments. It is a fact that in every kind of manufacture, and a printing office is no exception, that certain kinds of work must be done by low priced labor, or there is no money in it. It is all right to tell about the better the man, the more work he will do, but the high priced man cannot stitch as many pamphlets as the low priced girl, and in many other places he can not do as much work, although paid two or three times as much. This is quite a factor when figuring on work.

As to making money in the printing business, it is a good deal like everything else. If you have no field for an office better get out and try some other locality, but there may be reasons why you are obliged to remain. Do not look for outside work until you have worked the local field thoroughly, and you will be surprised to find if you make a canvass how much of the work in your own town goes elsewhere. I know of one city which has several printers who claim most of their work is done for out of town parties, and yet in this place there is a lot of printing done in other places, and so it goes. About the only profitable work you can get from out of town is special work, for every place of any size has printers who can do work almost as good and just as cheap as you can, and it is doubtful if you can compete with them and pay express charges.

If you have an office fitted up for a special kind of work and have improved facilities for doing this work you can probably, by advertising, get this work to do, and if your price is low enough get a lot of it. Otherwise there is little hope for you in the mail order printing. I know of one printer who has been a schemer for years and admits that he never made any real money outside of his regular business. He has been able to keep a lot of help busy and has acquired the reputation of doing a great business, but he assures me that the profits have not been visible. Stick to your business and work the local territory for all there is in it. Do not be afraid to send out samples of work and show the business men that there is nothing like printer's ink. If you can encourage the young business man to advertise in a profitable way, you will soon solve the problem of how to make money in the printing business, but if you wish to get rich that is another story. Perhaps some of the rich printers will tell how they accomplished it.

B. F. R., Missouri. Enclosed find two samples of leaf tobacco cuts which a local merchant thinks I should make print equal to the enclosed lithograph label. I doubt if a country printer, with my facilities, can do it and write to ask you if it can be done? Is it worth while for a country printer to attempt this work just to try and please a good customer? I printed the tint or background in yellow, and the leaf in brown with a little red mixed in.



Oklahoma School Buildings.

Central State Normal, Edmond. Southwestern Normal, Weatherford.
Northwestern Normal, Alva. Agricultural and Normal University, Langston.

I see no reason why a fair imitation of the lithograph could not be produced and about the only question for the local printer to settle is: can he get a price sufficient to compete with the label houses? On small orders he can give a lower price than the lithograph work could be produced for; but in large quantities the lithograph would be the cheaper. The sample sent is printed on colored paper and the lithograph on white; it would seem preferable to use white paper and print the tint in light yellow; probably an ink maker could match the sample. The second printing is black not brown. If you will take a magnifying glass you will find that on the lithograph the shaded lines are much farther apart in some places than on the wood cut; this gives a better effect. Of course the lithograph has a softer effect than you can make, but the wood cut properly worked should look all right.

M. O. B., Maine. I have been bothered considerably with the process of punching holes, and wish to punch as I print, if possible, but exerience considerable trouble with the punches which are locked with the form: if we do not put on squeeze sufficiently to punch clear through, the paper will not come out clean but make a ragged hole; if punched hard enough to be ejected it invariably falls upon the rollers and we have to stop and clean off the little round pieces frequently. We do not seem to get any help from the makers.

There is more or less trouble with these punches, but if you will put on impression sufficient to cut out the hole clean and then file a little place in brass rule which the punch works against, so the paper is held by a mere thread we think the paper will remain intact until taken from the press; and then the holes can be punched out with a pencil or skewer in lots of 50 or more. It will be easier to file a little slot in the brass before attaching to the tympan, and it need not be very deep. You will be surprised at the result.

Daily Paper, Mass. If you can explain how some publishers make their papers pay you will "prove the limit." I find that some of the daily papers in this state, and also some of the weeklies, are running department store advertising for six and seven cents per inch and resetting the advertisement every other issue. Some years ago I received fifteen cents per inch for this sort of advertising, but it gradually was pushed down to eight cents; then I quit, although I was assured by the manager of the big store that I ought to have his advertising, even if taken for nothing, for reputation's sake. Then these big stores have a rule that if an error is made they refuse to pay for the entire advertisement, and we have to wait the press while they read and O. K. the proof; they send in their copy late and seem to own the paper. I wish you would interview some of the publishers through the paper and see if they have any similar experience.

I have mentioned this matter to one or two publishers and find that there is much cause for complaint against the big stores. In some of the large cities the big stores hold their copy back for various reasons, and one is that they are afraid some competitor will discover their bargains. This makes it rather expensive and the liability to error is greater. The writer knows of a case in the state mentioned where a daily paper, at the time of its decease, was running a big advertisement for three cents per inch per day, and sometimes there was a lot of 6-point in it at that. It was changed daily. When the contract was made a stereotype was to be furnished, but the paper which was expected to furnish this plate refused and the matter had to be reset. A short time ago a paper, a few miles from Boston, was running a half page a day for the big store on the first page, resetting the matter every other day, and sometimes in fine type with prices in bold face (which really ought to have been double price matter) for three cents per inch. Another prosperous paper in the same state, the best of the two dailies, with a fair circulation for a city of 20,000, was running big advertisements for five cents per inch. But at the some time this paper had a lot of good paying advertising, many legals which paid ten or twenty times these prices. The question is: Is it fair for the big advertisers to get rates which will not pay for composition? Is the advertising of the big stores regarded as news, as some claim? Will it hurt a paper not to have the advertising of the big stores? These are points to determine. And it may be said in passing that it is claimed that even in New York city, there are daily newspapers which are losing money on the department store advertising, but they do so because they believe it gives them a prestige, and without it they cannot get the little fellows.

FOR THE DULL SUMMER DAYS.

E. S. H.

Even though the print-shop may still be in its busy and prosperous season, many a far-seeing publisher is beginning to plan for the dull days of summer—those days when the compositors have nothing to do, when there is nothing to write about, when even the most enterprising merchant cuts his advertising space in two, and when there are vast areas of white paper to be covered with "boiler plate," and little money to buy the plate.

To the man who wants to be in a state of preparedness for this inevitable dull season, I want to relate a little chapter of my own experience.

It happened while I was at the helm on a weekly in a town of about 4,000. The paper was an eight-column sheet, four pages of which we printed at home. And when the lull struck us—when schools were out, and society off on its vacation, and business at a standstill—what a disheartening expanse those broadsides presented, and what a little way toward filling them went the meager notes of local news which we were able to get together. At this time I bethought me of the advice which a bright, enterprising newspaper man had given me some time before, to the effect that the public wants to read about *people*. "It's names we want to get into the paper," he has told me time and again, "names! names! I have thought at times I should take and run whole pages of the city directory, just to get people's names into the paper."

And so I set about the publication of a directory of our own little city. The compilation in this case was made by a student on his summer vacation, though it could be done by one of your compositors if required by the economy of the office. When the list was completed it was put in type, book width, and each week for several weeks an instalment of this directory was run in the paper, double column. The announcement was made that the directory was to be published in book form, and that subscribers would confer a favor by reporting to us any errors found in the list. This they took considerable interest in doing, showing that this matter was at least as interesting to our readers as plate miscellany.

At the close of its publication in the paper, the matter was printed in book form, with more than enough advertising to pay for its cost, and a goodly number of the books sold.

Try it, if your town is ripe for such an enterprise. It will give your force something to do, will keep up interest in the paper, and may net a little profit, after all the expenses are paid.

CRITICISM OF PUBLIC OFFICIALS

Governor Frank W. Higgins of New York, said some very truthful and instructive things in a recent speech at a banquet of the Legislative Correspondents in Albany. These truths may not be new but they can not be too often recalled to mind. He said:

Criticism of public officials will never be regarded as petit treason in this country. With power comes responsibility. If you, gentlemen of the press, allow the commercial interests of your paper to control your pens, if you present any person before the bar of public opinion from envy, hatred or malice, or leave anyone unpresented through fear, favor, affection, or reward or hope thereof, you degrade an honorable calling and justify those who say that the press has lost its power. But if you present all public matters truly as they come to your knowledge to the best of your understanding, you wield a superlative power and perform a patriotic service.

Washington Text

Keystone Type Foundry
Philadelphia and New York

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INITIAL NO. 3106-A. EACH COLOR, 75 CTS.

The manner of the page in all bookmaking indicates to a great degree the value in which the subject matter is held, and the purpose of the edition. ¶ A good many of the early printed books were rubricated after the fashion of ancient illuminated manuscripts. ¶ Books relating to fine art subjects, and English classics have often had initials and headings tastefully displayed in color, constituting beautiful examples of bookmaking art. ¶ The newly aroused interest in early types and adoption of antique papers have made similar harmonious results possible. ¶ In fine library editions of the present day the coloring of initials and headings is becoming conspicuous, adding tone and beauty to the work.

Nickel-Alloy

Notice of Our Opening

On next Thursday, the twenty-eighth of August, at half-past three in the afternoon, the magnificent Stanford-Starview Hotel will be thrown open to the public, and you are cordially invited to come and inspect the most modern hostelry ever erected

M. Bruno Van de Graffe, Proprietor

Washington

6-Point 18A 50a $2.00 C. $1.05 L. C. $0.95

George Washington, the first President of the United States, was born on February 22, 1732, in a low-roofed, comfortable Virginia farmhouse that was on a hill sloping down to the Potomac River, and was surrounded by great forests and farm lands. He grew up to be a strong, manly boy with a never-say-die spirit, and could not bear to have anything master him. When he was sixteen years of age he left school, and was sent by Lord Fairfax to make surveys on his lands in Virginia, which kept him occupied for three years

10-Point 14A 38a $2.50 C. $1.30 L. C. $1.20

General Braddock paid no heed to advice given by Washington in regard to Indian fighting, and met with a severe defeat at their hands in consequence of not being familiar with Indian methods of warfare

14-Point 10A 30a $3.00 C. $1.50 L. C. $1.50

Washington was revered by his countrymen for his fortitude and courage in the face of calamity that seemed to beset the colonies

24-Point 5A 12a $3.50 C. $1.95 L. C. $1.55

American troopers were brave in action

36-Point 3A 9a $5.00 C. $2.60 L. C. $2.40

Continentals

60-Point 3A 6a $11.35 C. $6.85 L. C. $4.50

Several

84-Point

Bard

Text Series

8-Point 16A 46a $2.25 C. $1.15 L. C. $1.10

When he was nineteen years of age the Governor made him Major in the militia. He was entrusted with the mission of carrying a message to the French who were at this time claiming all the land west of the Alleghany Mountains. He reached his destination after a severe journey, delivered his letter and returned home safely

12-Point 12A 32a $2.75 C. $1.45 L. C. $1.30

Washington laid siege to Yorktown, and forced Cornwallis to surrender on October 19, 1781, thereby bringing the war to a satisfactory conclusion

18-Point 7A 22a $3.25 C. $1.60 L. C. $1.65

He crossed the Delaware river on ice and surprised the Hessians at Trenton

30-Point 4A 10a $4.25 C. $2.30 L. C. $1.95

British soldiers retired confused

48-Point 3A 7a $7.90 C. $4.60 L. C. $3.30

Triumph

72-Point 3A 5a $14.45 C. $9.50 L. C. $4.95

Grand

96-Point

Cast

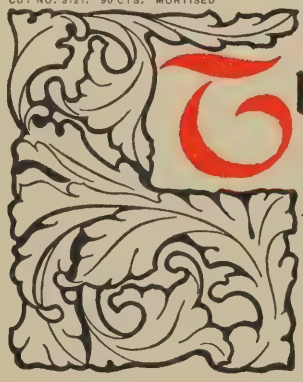
The Eastertide Service

CUT NO. 4036
TWO COLORS. 90 CTS

Church of Saint Matthew
15th and Washington Streets
Baltimore

Universal Line

CUT NO. 3121. 90 CTS. MORTISED



Established in the year 1850

Thomas Atkins

Wishes to inform his patrons that he has moved to his new quarters, where will be found a complete new stock of

Fashionable Clothing

for men, women and children, and that the same high standard of excellence characteristic of this firm will prevail

No. 1234 Haverford Street

The First Showing of Washington Text

A beautiful series made in fourteen sizes of Nickel-Alloy Metal on Universal Line, Point Set, and is a forerunner of a handsome booklet now printing

INITIAL NO. 3127
$1.50 EACH COL.

Modern Typographers are aware of the fact that the most profitable and effective printing is the simplest in design. ¶ An initial, a border, ornament or illustration, with a little color judiciously used enhances the value of a printed page without injuring the simplicity of its design, but twisted rules, masses of borders and ornaments, in the majority of cases placed indiscriminately, not only increase the cost of composition but tend to detract, rather than beautify and enforce the salient features of the work. ¶ This Series was designed with the above points in mind, and the examples on these pages show to what extent we have succeeded in producing an original, artistic and legible type, and one that is adapted to the most beautiful forms of typographic display

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DONE IN THE SPECIMEN DEPARTMENT OF THE KEYSTONE TYPE FOUNDRY

DURABILITY is one of the many features that has made Standard Line Type the leading make. There is as much difference in type metal as in ink or paper, and when the printer buys he wants type that combines wearing qualities with style. If you are not fully convinced that Inland type is the most durable we could demonstrate it to your complete satisfaction if given the opportunity. Set in McClure Series

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NEW YORK
INLAND TYPE FOUNDRY
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J. H. WESTON PRINTING CO.

Art Printers, Stationers, Binders, Engravers & Lithographers

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INLAND TYPE FOUNDRY
Saint Louis New York Chicago Buffalo

American Type Founders Company

A Type Without Hairlines

Century Expanded

Best to Wear Easiest to Read

Sold at Body Type prices in 25 pound fonts and multiples

6 Point

ABSENCE of hairlines is a chief point of merit in Century Expanded. This insures to the buyer good service and long wear from his type, *without extra cost.* He, in turn, gives his readers the very substantial benefit of freedom from eye-weariness. Many other good qualities are strongly apparent in Century Expanded. The counters are deep, the serifs are strong, the design is well proportioned, the metal is hard, and in every character in every font will always be found the expert type founding methods that are embodied in all products of the American Type Founders Company. The face of Century Expanded is very plain and legible, more so than any other body letter.

6 Point Century Expanded 64c lb in 25-lb fonts and multiples

8 Point

CENTURY EXPANDED is the successful body type of the times. It has no hairlines nor any freaky characters. Each letter is plain and clear, making words stand out distinctly. The news story, the book of fact or fiction, the trade message in a booklet, catalogue or newspaper advertisement, will be more easily absorbed by the reader when related in Century Expanded—*the peer of all body letters,* the original and the best by every test.

8 Point Century Expanded 52c lb in 25-lb fonts and multiples

Job Fonts

6 Point	18 A	$ 80	
	12 a	40	
	36 a	80	$2 00
8 Point	16 A	$1 00	
	12 a	50	
	36 a	1 10	$2 60
9 Point	18 A	$1 15	
	12 a	50	
	38 a	1 35	$3 00
10 Point	14 A	$1 10	
	10 a	50	
	28 a	1 25	$2 85
11 Point	12 A	$1 05	
	8 a	40	
	24 a	1 10	$2 55
12 Point	12 A	$1 15	
	8 a	50	
	24 a	1 20	$2 85
14 Point	10 A	$1 25	
	20 a	1 50	$2 75
18 Point	8 A	$1 50	
	14 a	1 50	$3 00
24 Point	6 A	$1 75	
	10 a	1 65	$3 40
30 Point	5 A	$2 10	
	8 a	1 90	$4 00
36 Point	4 A	$2 75	
	7 a	2 50	$5 25

Italic Job Fonts

6 Point 20 A 40 a $2 00
8 Point 18 A 36 a $2 25
9 Point Job Font $2 50
10 Point 16 A 32 a $2 50
11 Point 16 A 32 a $2 75
12 Point 14 A 28 a $2 85
14 Point Job Font $3 00
18 Point Job Font $3 25
24 Point Job Font $3 50
30 Point Job Font $4 25
36 Point Job Font $5 00

9 Point

ALL PUBLISHERS who buy Century Expanded for body type may be sure their readers will derive far greater pleasure from and maintain greater interest in newspapers printed from this type. The Daily Spokesman Review, Spokane, Wash., writes us that "this series combines all those good points of *a clear-cut legible type.* Our order for several hundred pounds substantially backs this statement."

9 Point Century Expanded 48c lb in 25-lb fonts and multiples

10 Point

"CENTURY EXPANDED was the type selected for body work in the *International Printer* because of its legible and well proportioned qualities, adapting it especially to good magazine work. It is indeed gratifying to us to know that in selecting Century Expanded for this magazine we have met the approbation of its readers."

10 Point Century Expanded 46c lb in 25-lb fonts and multiples

11 Point

CENTURY EXPANDED merits are gladly explained by our salesmen. Substantial orders for this peerless body type usually follow their intelligent efforts. Hairlines omitted. Not fancy or too plain. Face just a shade heavier than ordinary body faces, deep counters, well proportioned grade, no hanging letters, strong, legible, long life and *no extra cost* to the buyer. The Cleveland Plain Dealer says Century Expanded gives excellent satisfaction.

11 Point Century Expanded 44c lb in 25-lb fonts and multiples

12 Point

CENTURY EXPANDED was designed and completed by the American Type Founders Company with two objects paramount: to produce a face strong and graceful in all its lines, thereby giving it character, and at the same time making it mechanically strong so it would wear well. This type face without hairlines will give the buyer *long wear* and good service.

12 Point Century Expanded 42c lb in 25-lb fonts and multiples

14 Point

Many newspaper advertisements call for a plain legible body letter to tell the merchant's story of bargain merit. What more useful type for the purpose than 14 point Century Expanded, the type you are reading now. Better put the series in *your* cases. It has many useful purposes in every newspaper and job office.

14 Point Century Expanded 40c lb in 25-lb fonts and multiples

18 Point

Century Expanded in the office of The Philadelphia Record "has proven very satisfactory in every respect. We find also that *it stands stereotyping well,* as there are no hairlines or hanging letters to break off."

18 Point Century Expanded 40c lb in 25-lb fonts and multiples

These prices are subject to our usual discounts. Special prices on fonts of 500, 1000, 2000, 3000, 4000 or 5000 pounds, ordered at one time

HORSE CHIEF EAGLE.

BLISS, OKLA., April 4, 1905.

Mr. B. B. Herbert, Editor National-Printer-Journalist, Chicago, Ill.

DEAR SIR:—Your letter of the 6th addressed to J. C. Miller is received, in reply I will say that I have sent you under separate cover a photograph of Horse Chief Eagle of the Ponca Tribe, who will have charge as Master of Ceremonies of the Big Buffalo Hunt at the 101 Ranch, June 11th. I hereby give a short sketch of him as follows:

"Horse Chief Eagle, the subject of this sketch, and head of Chief of the Ponca Tribe of Indians in Oklahoma, is a typical representative of the native Red Man of America. White Eagle, who abdicated the Chieftanship of the Ponca Tribe of Indians, in favor of Horse Chief, his eldest son, held the proud position for forty years, and gave way to his son by reason of infirmities due to advancing age. Horse Chief is now forty years of age, tall and well built with prepossessing features. He is active and intelligent and withal a pleas-

ing Indian personality. During the last great Sun Dance that transpired among the Poncas at the Famous 101 Ranch, June 25, 1903, Horse Chief was first inducted into office. He is a remarkable Indian in many ways and held in high esteem by the members of his tribe, old and young, and who now number considerably more than 600 souls. It is customary when inaugurating a Chief of the Ponca Tribe of Indians to attend the same with much pomp and ceremony. So closely interwoven are the interests of 101 Ranch and the Ponca Tribe of Indians from whom the Miller Bros., have leased and purchased inherited Indian land of upwards of 40,000 acres, that it was quite becoming that the management of the 101 Ranch should play a leading part in the arrangement of the special feature of the Great Buffalo Hunt, the principal event in days gone by attending the inauguration of the head Chief of the tribe. Horse Chief Eagle was formally and finally inaugurated as the head Chief of the Ponca Tribe Indians May 8, 1904, amid a whirlwind of gayety and festivity.

Large delegations of visiting Indians assisted materially to enlarge and enliven one of the most spectacular events ever carried out in the great and growing and progressing Southwest.

Within the last year the surplus tribal land of the Ponca Tribe of Indians yet remaining unalloted are being parcelled out to the Indians in severalty, and when this work is completed the tribal relations of the Ponca Tribe of Indians will have become a reminiscence, the large pastures over which principally ranged vast herds of buffalo and which have for the past thirty years been the haunts of vast herds of grazing cattle and picturesque cowboy outfits, will soon smile with waving fields of ripening grain and where wildness was once the supreme element now staid civilization will reign supreme. More and more the Indian is taking up the White Man's way and soon will all the picturesque features of Indian life be absorbed into the great body politic. It will not be long before the typical Indian as we have been familiar to see him in song and story, will fade into the oblivion of the past. That interesting element of Western American life that now proudly claims, as one of its own, no less a personage than the dauntless-Roosevelt, President of the United States, will soon pass from the elemental perspective of Oklahoma. It is to fittingly observe the passing of these interesting features of Indian life, the dissolution forevermore of Indian Tribal relations and the passing cowboy, that a great celebration is now being prepared upon a larger scale than ever heretofore attempted, and the central figure, the great luminary about which all the lesser Satellites must revolve upon this occasion, is no less a person than Horse Chief Eagle, now the head Chief of the Ponca Tribe of Indians. That Horse Chief Eagle will acquit himself with becoming mien is an assured fact as he is capable of giving a good account of himself and bringing out the best there is in his people. The occasion is well worth any amount of expense and effort to be seen in its entirety, for perhaps never again will an event of similar magnitude and enchanting attraction be offered to the public at large. June 11, 1905, has been agreed upon as the date and the 101 Ranch is managing the event. That in itself is an assurance of success positive."

I also send you a copy of the program of the entertainment in honor of the National Editors at the 101 Ranch, June 11th, which is enclosed.

Very truly yours,

FRANK G. PROUTY.

Ex-Com. Oklahoma Press Association.

THE GUTHRIE DAILY LEADER.

Recently the PRINTER-JOURNALIST published an article relative to a morning paper at Guthrie, the place of the forthcoming meeting of the N. E. A. This month it gives us pleasure to give our readers a few words about the other big and enterprising daily paper at Guthrie—The Guthrie Daily *Leader*. The *Capital* is the morning paper and the *Leader* is the evening paper. Both papers cover their respective fields fully. The *Leader* is owned and edited by Senator Leslie Gordon Niblack, who also operates in connection with his paper a blank book manufacturing establishment. The *Leader* is a Democratic paper and was established in 1893, fifteen years ago, after six attempts had been made by different men to run Democratic papers in the capital of Oklahoma. The *Leader* was owned by a stock company composed of Democratic federal officials of Oklahoma for four years. Gradually these men released their holdings. In 1898 the entire stock of the *Leader* newspaper and plant passed into the control of Mr. Niblack. Mr. Niblack became associated with the *Leader* while yet a very young man. Two months after going with the paper he was made managing editor and for twelve years has directed the policy of the paper, editorially and in the business office. The *Leader* has a plant worth $80,000. It is recognized as the leading Democratic paper of Oklahoma. The *Leader* has grown and developed with each succeeding year until its circulation extends over the whole southwest and the products of its job and book plant are used in every county of Oklahoma and in the different judicial districts of the Indian Territory. The Daily *Leader* is a seven column, eight page paper, member of the Associated Press and maintains correspondents throughout the territory. Its plant is modern and up-to-date. It is equipped with three linotype machines, one of which is the latest style double-magazine machine. The *Leader* occupies its own building at 107 Harrison avenue. Although occupying two floors, 150 feet deep, the space is not adequate with

the growing business and Mr. Niblack is having plans drawn for a modern newspaper office building.

Senator Niblack is closely and actively identified with the interests of Guthrie and the territory of Oklahoma. The paper carries on its pay roll forty-three people. That the *Leader,* under the management of Mr. Niblack is fearless and influential is attested by the fact that the paper is given all the credit for the winning of three successive campaigns in the very heart of Republicanism. Guthrie has a Republican majority of 800, yet in the face of this majority, the *Leader* in March last sprung a Democratic-Citizens' Municipal ticket, drew up its own platform, and the result was a clean sweep for the *Leader's* ticket. The Third senatorial district of Oklahoma is composed of three populous counties which in the past have given Republican majorities aggregating 4,000. Early last year Mr. Niblack began waging war on the Republicans and the fight was intense. When the fall campaign came on, Niblack was petitioned by the Democrats of the Third senatorial district to become a candidate for senator. He refused. A convention of 2,000 Democrats declined to consider this refusal, and Niblack was nominated

L. G. NIBLACK,
Editor and Owner Guthrie Daily Leader.

by acclamation for an office which no Democrat had ever filled. Niblack contended that a newspaper man should not be a candidate for office, but the confidence reposed in him by the Democrats caused him to revise his doctrine. He pulled off his coat and entered the campaign. He opened the columns of the *Leader,* issued thousands of extra copies and put up a strenuous campaign. Every paper in the district opposed the *Leader* and Mr. Niblack's candidacy. Niblack dictated editorials at night and took to the stump in the day time. He made speeches all over the district, backing up personally all that was said in the paper. Niblack was elected by a majority of 643 in a district which defeated the Democratic nominee for the same office two years before by 2,189 majority. Moreover, Niblack pulled with him all the important offices in Logan county, of which Guthrie is the county seat, and the *Leader* is now the official paper of this county. The last Oklahoma legislature was Republican. When the legislature was organized Mr. Niblack was unanimously chosen by the Democrats as the minority leader of the senate, and judging from all reports he made good. Mr. Niblack is little past thirty. He is a thirty-second degree Scottish Rite Mason and has charge of the exemplification of the thirty-first degree in the Masonic Temple in Guthrie. He is a past chancellor commander of the Knights of Pythias lodge. He served two terms as Exalted Ruler of the Elks. Before he became a senator Mr. Niblack responded to the title of "Major," having received this title by virtue of serving six years under the administrations of Governor Renfrow and Governor Barnes as paymaster general of the Oklahoma National Guard. He was president of the Oklahoma Press Association two terms and has been a director of the Oklahoma Historical Society for several years. In 1896 he was national Democratic committeeman for Oklahoma and it was through his efforts, before the national committee, that Oklahoma's representation in National Democratic conventions was increased from two to six delegates. He was chairman of the Bryan notification committee from Oklahoma that year. He has served his party as chairman and member of committees a large number of times but has been a candidate for office but once, although he came near (through the efforts of friends) being the Democratic nominee for congress last fall. Niblack is recognized as one of the foremost newspaper men of Oklahoma, and is a sterling example of what it is possible for a young man of energy and determination to accomplish in a new country.

We draw additional evidence relative to the standing of Mr. Niblack and the Daily *Leader* from the Guthrie *Capital,* the *Leader's* morning contemporary, which in writing up the members of the legislature, spoke of Senator Niblack as follows in its issue of January 12, last:

The third council district is represented by Leslie Gordon Niblack, a democrat of Guthrie. Mr. Niblack was the democratic nominee for president of the council. He is one of the best known and most popular of the democratic leaders of the territory.

Leslie Gordon Niblack, editor of the Guthrie *Leader,* is one of the most noticeable men in Oklahoma. And he is one of the brightest newspaper writers of the southwest. The *Leader* is Guthrie's evening paper. It has been running almost as long as Oklahoma has been settled. And it has been under the management of Mr. Niblack ever since it started. And yet Mr. Niblack is not old. In fact, when he has been mentioned in connection with the democratic nomination for congress the objection has been tentatively suggested that he is too young. But Mr. Niblack is not a politician in the sense of seeking for office. It is true he is the democratic member of the territorial senate from the Guthrie district. But the nomination came to him by the unanimous impulse of the entire party in the district.

The bright feature of the Guthrie *Leader* is the editorial paragraphing of Mr. Niblack. That is where he is particularly fortunate. He writes editorial paragraphs with that celerity which marks the man who thinks in epigrams. And his paragraphs hit home. There are few republican politicians in Oklahoma who have not felt the sting of his squibs. And they are resilient as truth. They always smite the man who attempts to come back.

Mr. Niblack is a vitriolic writer. He has a touch that is peculiarly his own. In this he is unfortunate. For his readers all know his work and demand it. Like the great editors in the old days his personality is in his paper. And he has the vulpine instinct sufficiently developed to know that the money comes from the counting-room and that his efforts there are best productive of results. But the readers demand that his stuff be in the editorial page. It follows that he is often at work in his office when "thirty" is heard in the city room of his morning contemporary.

Mr. Niblack is the handsomest editor in Oklahoma. Add to that the fact that he is a bachelor of the alleged confirmed sort and the uniqueness of his position is known. He is the most sought man in social circles and in political campaigns. And with all that he is able to build up from year to year a constantly-increasing business in the complete manufacturing department of his plant as well as to make betterments to meet the needs of his ever-growing list of readers.

while warmly commending the way Mr. Child used his newspaper space to advertise his job office, expressed surprise that he did not use his job office to advertise his newspaper—and likewise to advertise the print-shop. And I strongly advised him to do so. He's been so long a while acting in accordance with my advice, though, that I am in doubt as to whether he *used* it—or whether, after forgetting it altogether, he evolved the idea "all by his lonesome." He won't be lonesome if he keeps it up—and this remark applies to De Soto County, Fla., as well as to anywhere else. Now my ideas as to display lines have frequently been given in these columns. But I probably never told them all at one time. In some advertisements, I like to see the display lines give an idea of the whole story. Why? Because some busy folk might otherwise pass over the ad without realizing it contained anything of interest to them. But if you use, exclusively for the purpose of attracting attention, a headline that is of human interest enough to induce all people who see it to read the whole advertisement, there's nothing the matter with the display. And I certainly think that any other display on this side of the card, other than the mild form furnished by the short lines and the name of the paper, would be too much Johnson. For the words in the heavy Doric have charm. This and similar forms of words seem to have always had a peculiar fascination for readers, and consequently for authors. I remember how a column in a daily paper I was on, written by a fellow-editor, dear old Hiram Ladd Spencer, and entitled, "The Man from Jemseg," leapt at once into great popularity. It was the name that did it, for my friend had written just as good stuff day after day without such appreciation. And the old man (he was, I believe, the first person to hold a position anything like that of "advertising manager" today) claimed that he had originated the form of title many years ago, and that Conan Doyle with his "The Man from Archangel" and the writers of "The Man from Nowhere," "A Man from the Sierras," "That Girl from Maxim's," etc., etc., were simply following his lead. As to the form employed by Mr. Child, it made a sensation in Nova Scotia journalism once. That was when a party of students and professors from Acadia College, Wolfville, N. S., and their boatman were drowned off Blomidon, (the cape immortalized in Longfellow's "Evangeline") whereupon the *Christian Visitor* of Halifax, without, of course, meaning to be humorous, announced the loss of "six precious souls and a man from Gaspereau." But I digress. On the other side of Mr. Child's card this wording appears in red and black, and makes a prettier job than the other:

The Man From
Punta Gorda

Evidently was not acquainted with the High Grade Printing done in our Job Department else he surely would have left his order with us for Business Cards, Stationery, Folders, Hand Bills, Shipping Tags, Etc., so necessary to the business man of today.

THE CHAMPION, ARCADIA, FLA.
ARTISTICALLY NEAT PRINTING.
(*Over.*)

I'd have put "over" on the other side too. On this side the word "Man" is in red. At first, I didn't see any reason therefor, but I am inclined to think there is some subtle justification for this additional display of the kind that is made by the use of another color.

The question some might be inclined to ask is, "Why didn't you make The Man from Punta Gorda acquainted with the High Grade Printing? You weren't ashamed of it, were you, and you had him in the office." But you see, Mr. Child has not laid claim to being an advertising man as yet, and he evidently missed this very direct means of advertising, and doesn't care whether the public knows it or not. But he's on the right road, and in the days so very near, when the public will expect their job printer and their newspaper publisher to be their advertising man as well, Mr. Child and his *Champion* will be all there, and will deliver all the goods.

On March 15 this letter was written:

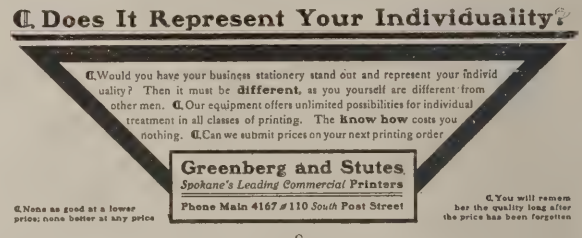
SPOKANE, WASH.

Harry A. Woodworth, Toronto, Canada.

FRIEND HARRY:—We wish to thank you for the notice given our every-day work in last month's issue of the NATIONAL PRINTER-JOURNALIST. We believe such advertising pays; if it does not then it is hard indeed to make something different pay. A firm's best ad is the quality of their product—not by spurts, but every-day productions. We are enclosing you some of our late envelope slips. These are made from scrap stock accumulated at divers times from other jobs. While there is no end to scrap in a printing office, there is no end to the uses of scrap. We are, yours truly,

GREENBURG & STUTES,
Per EDWARD W. STUTES.

The opinion of this firm in regard to "scrap" is in line with recent remarks I lately made concerning a "waste-pile" in a job office from which the foreman evolved a twelve-page booklet for himself. Mr. Stutes should certainly be in a position to know whether such advertising as he mentions pays, for he has been a constant and voluminous user of slips for years past. The slips Mr. Stutes sends this time are unreproducible, but here is a late blotter in two color-schemes, which is a novelty in rule work (No. 9). It shows the strong

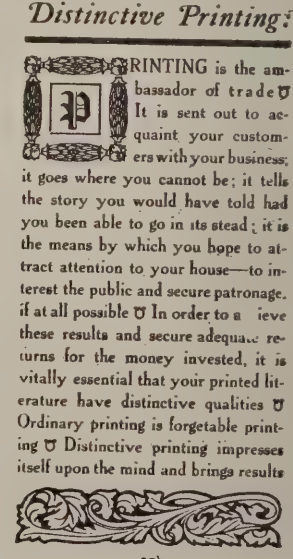

¶ Does It Represent Your Individuality?
¶ Would you have your business stationery stand out and represent your individuality? Then it must be different, as you yourself are different from other men. ¶ Our equipment offers unlimited possibilities for individual treatment in all classes of printing. The know how costs you nothing. ¶ Can we submit prices on your next printing order
Greenberg and Stutes
Spokane's Leading Commercial Printers
Phone Main 4167 ✓ 110 South Post Street
¶ None as good at a lower price; none better at any price
¶ You will remember the quality long after the price has been forgotten

9

Stutes originality in a new form. It is on pale blue stock, and the other rules are all red on one sample, and in another all yellow, with the exception of the top under-scoring rule, which is red.

While writing the above another package addressed in Mr. Stutes' familiar hand was laid upon my desk. The specimens enclosed show that Greenberg and Stutes are succeeded by the Stutes Printing Company. At least that is the name of the firm on two of the samples, though on one of these the last word is abbreviated to "Co." On yet another the name is given, "Edward W. Stutes Printing Co." And these jobs were probably done within a week of one another. Is such a variation of a firm name good advertising?

10a


Distinctive Printing
PRINTING is the ambassador of trade ¶ It is sent out to acquaint your customers with your business; it goes where you cannot be; it tells the story you would have told had you been able to go in its stead; it is the means by which you hope to attract attention to your house—to interest the public and secure patronage, if at all possible ¶ In order to achieve these results and secure adequate returns for the money invested, it is vitally essential that your printed literature have distinctive qualities ¶ Ordinary printing is forgetable printing ¶ Distinctive printing impresses itself upon the mind and brings results

10b

The printed pages of a four-page Strathmore Bond folder, which has a wide margin at the bottom, are reproduced as Nos. 10a and b. It does not appear to me that this combination of the modern style of intricate panelling and modern ornaments is particularly happy. Such work as that which makes the top of the design is often very effective when tint-blocks are employed, but when they are not, there is an optical confusion which robs the design of what painters term "values." The two styles of ornaments do not suit one another, and they do not sympathize with the rest of the design. The cover ornaments are presumably meant to give an impression of pendency. The pendant is a splendid force in ornamentation when it is properly handled. But here the pendants do not depend, as there is a considerable space between them and their supposed support. And that very support has somewhat more the effect of a washboard made from narrow scantling than anything from which anything hangs. Neither do the three young women, who always reminded me of the three undead lady vampires in the horrible tale of "Dracula," seem to be properly pendant, as the breaks between the ornament and the rule are apparent. And they are likewise uneven. It isn't often that Mr. Stutes gets an adverse criticism, but Homer drowsed occasionally. And I don't think there would be much fault found by the most captious critic with the second page of the folder (No. 10b) with its charming original touches in straight matter, and the "values" expressed by the ornaments. And what a wonderful little production is the card shown as No. 11! Red

HAVE you seen the red booklet recently issued by The Old National Bank? If you have not, it will be time well spent to call at the bank and receive a copy It's different from the ordinary, but it will bring returns. Of course we printed it; that's just why we want you to see it

Stutes Printing Company
Successor to Greenberg and Stutes
110 South Post Street
Telephone Main 4167

11

as to the H of the initial and as to the rules, black otherwise. It is good in all typographical ways—whiting-out, contrast, indention, everything. And more than that, the idea of the text is excellent. It should surely please the Old National Bank to see how much interest the printer has in advertising their job after it has left the shop and is (presumably) paid for. And if the bank gets requests for the red book (and it will get them; I've tried a like plan myself), why, they'll think somethin' is doin' with the new firm. Moreover, a bank's friendship—or that of any other business—is not to be despised in business. And a bank often manages to give publicity of the right kind to those who treat it right. This is a specimen of mutual publicity. I've often spoken of it in respect to the wholesaler and the retailer—here it is between two local firms. It's likely to be good wherever you find it.

STERLING, KAN.

Harry A. Woodworth, Toronto, Canada.

MY DEAR SIR:—I am sending you a lot of samples on which I wish you to pass you impartial criticism.

But, however, I do not wish for comment as to presswork, for while this is only an ordinary country office, and has no special pressman, I do not pretend to be all that a pressman should be.

But my inability as a pressman, of course, does not excuse me in any other department. * * * The specimens are not, of course, the best, but I claim for them something "just a little bit different" from Bro. So-and-So's work.

The *Cooper Courier* cover pages are something that I get out in a hurry each month, as there is not a great deal of money in the job. But the students like them, and that is the main thing here,

Our office, being a country one, is, of course, somewhat limited as to nicely graded sizes of types, and also our rules are in very bad shape, the ones I use in the *Bulletin* envelope, mating the letterhead, having been used as borders for over three years. I turned them upside down. * * * Assuring you that your comments will be thankfully received, I am, Your ardent reader,

ALEXANDER C. CROSSAN.

Taking the jobs upon which Mr. Crossan especially desires comment, here is the letterhead (Nos. 12 a and b). It is printed on a light blue parchment in blue and yellow, the heavy rule being in the shining yellow, and bordered at top and bottom with thin blue rules. No. 12a is in the center of the letterhead, being sunk an inch and a half from the top. The French Old Style is admirably adapted to the old style "U's" which are our modern "V's." The job shows how colors may be artistically employed in making lines of

STERLING KANSAS BVLLETIN

OLDEST PAPER IN RICE COVNTY : A GVARANTEED CIR CVLATION : COMPLETELY COVERS ITS FIELD : ENTI : TLED TO ROWELL'S ROLL OF HONOR RATING :

12a

equal length. This use is rather preferable, in fact, being more out of the rut than if the words went evenly into three full-lettered lines. At the right hand side of the lower part of the letterhead is Design No. 12b—the Missionary of the Mission Toys being in yellow, the wording in blue. Is the stick a shooting-stick? I like this letterhead. There's plenty of breathing space—plenty of room to write, plenty of room for margins. And the ornamented corner gives just the right finishing touch.

Alexander C. Crofsan
Foreman

12b

MAILED FROM THE OFFICE OF
THE STERLING KANSAS
B U L L E T I N
WHICH PLEASE RETURN IF UNCALLED FOR

12c

The envelope, in Bradley and Post Old Style, with aluminum rule-work, is a good job that is not out-of-the-ordinary unless it be that the cross-rules extend about a half-inch from the panel, and one is a little longer than the other, which irregularity does not displease me. I may say that I cannot find any reason for Mr. Crossan's apologies as to presswork, except in this envelope corner, where the rules are unevenly impressed.

Here, however, is an envelope on which criticism was not particularly asked (No. 12), but which is more of a match for the letterhead, and is, moreover, essentially modern. It will probably be looked upon as the most interesting of Mr. Crossan's specimens reproduced this time. "which please return if uncalled for"—what, the office? "Where" would be better.

The blotter (No. 13a) is on yellow, in brown and green. The rules, initial "W" and the idol, all but its grin, are in green. The arrangement is somewhat "different" but there seems to be, from an advertising standpoint,—from the standpoint of *meaning* in typography, in fact—too much division between interdependent parts of the composition. The plan of beginning the ending of a sentence with initialed capitals has been sanctioned, in some job advertising, because of artistic reasons, and because it was a little out-of-the-ordinary. This division is, however, a little too far out-of-the-ordinary.

H. D. BROWN, DECEASED.

ST. PAUL, April 18, 1905.

National Printer-Journalist, 1319 West Ravenswood Park, Chicago, Illinois.

GENTLEMEN:—We enclose herewith a copy of resolution passed at a meeting held yesterday to take action on the death of Hiram D. Brown, of this city:

A special meeting of St. Paul Typothetæ was held Monday, April 17, 1905, at the Typothetæ Rooms, 109 National German Amer. Bank Bldg., at 4 p. m., to take action on the death of our fellow member, Hiram D. Brown.

After eulogistic remarks by Messrs. Fred P. Wright, David Ramaley. Sr., W. T, Rich, Conde Hamlin, H. A. Bigelow, Fred Leslie, F. H. Warwick, W. F. Repke, Sr., Frank Shoop, F. R. McDonald and Howard Collins, the following resolution was unanimously adopted:

WHEREAS, Our fellow member, Hiram D. Brown, was, on April 16, 1905, called to lay aside the duties and privileges of this life, we, the members of St. Paul Typothetæ, desire to place on record this expression of our esteem and appreciation of him and his work. We express heartfelt regret that we shall no longer be permitted to enjoy his fellowship in the social and business intercourse of this life; and we deeply sympathize with his wife and children in the loss of a kind and loving parent and his business associates in their loss of his ever valuable advice and coöperation.

We bear testimony to his valued services to our craft and rejoice in the success that has crowned his efforts and regret that he was not permitted to longer enjoy its fruits.

Resolved, That a copy of this resolution be sent to the members of his family and that it also be incorporated in the records of this Typothetæ.

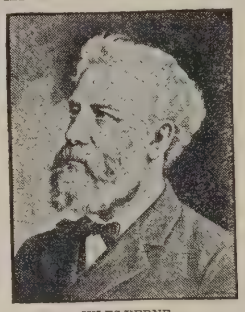
Hiram D. Brown was born in Loraine, Jefferson County, New York, on November 10, 1848, served his apprenticeship at the printing trade in Lake City and Red Wing, Minn., was publisher of the Lake City *Sentinel* for twelve years. Coming to St. Paul in 1881, entering into partnership with B. B. Herbert, of Red Wing, under the name of Brown & Herbert—which was in 1883 changed to Brown & Treacy, by the withdrawal of Mr. Herbert and the association of the late Michael Treacy, which in 1901 was incorporated under the name of Brown, Treacy & Sperry Co. Mr. Brown was also an active partner in the firm of Brown & Bigelow, and Director of the Security Trust Company.

His services for the benefit of the printing interests at home and abroad have been active and valuable. He was one of the founders of this Typothetæ and served as its first president in 1886 and again in 1902, chairman of its Executive Committee in 1890 and member of the Committee from 1887 to 1892, and from 1894 to 1900, Vice-President of the United Typothetæ of America 1895-96 and member of the Executive Committee 1896 to 1898.

We had hoped to have been able to have sent you a photograph with this letter, but are unable to do so. We trust we will be able to send it tomorrow in time for your next issue. We remain, Very truly yours,

TWIN CITY MASTER PRINTERS' ASS'N.,
Per C. E. Haight.

Verne was born at Nantes in 1828. Like many other famous authors, he began his career by studying law, but he found this profession not congenial and began to gratify his taste for writing. At that time the stage offered the best inducements to a young author, and he wrote plays and librettos, and for a time was secretary of the Theater Lyrique. In 1863 he published his "Five Weeks in a Balloon," and this decided his future. He had



JULES VERNE.

discovered his power to combine in the form of a story daring flights of the imagination with the operation of the laws of nature.

He rewrote his stories many times, having made ten copies of the manu-

A RESEMBLANCE BRINGS KIND WORDS.

MARSEILLES, Ill., March 27, 1905.

Mr. B. B. Herbert, Chicago, Ill.

FRIEND HERBERT:—Can you explain to me why you loaned a cut of yourself to the plate firms to be passed off as the portrait of Jules Verne? Or, do my eyes deceive me and have you only been posing as one B. B. Herbert? No wonder so many able editorials appear in the PRINTER-JOURNALIST when the resemblance to the author of world-wide fame is so great. To your friends you have the advantage of having not yet passed on, and to those who know you best, personally or through your articles, it is no light one.

With regards,
TERRY SIMMONS.

PHILADELPHIA, April 14, 1904.

Benjamin B. Herbert, Editor National Printer-Journalist,

DEAR SIR:—Permit me to thank you for the reproduction of our illustrated phrase, "In Philadelphia Nearly Everybody Reads The *Bulletin*," and your comment on same in the April number.

I am glad to be able to tell you that The *Bulletin* is making excellent progress in its circulation and we are now able to show a net daily average circulation of 225,278 copies per day, and this after omitting all damaged, unsold and returned copies. The *Bulletin* has not only the largest circulation in the city of Philadelphia, but the State of Pennsylvania as well, and goes each evening into a majority of Philadelphia homes.

Yours very truly,
WM. SIMPSON,
Advertising Manager.

NEPONSET, ILL., April 13, 1905.

National Printer-Journalist, Chicago, Ill.

DEAR SIRS:—We kindly note your criticism on our all-home-print edition, and wish to say that we did not present that copy of the Neponset *Messenger* for typographical exactness nor for the purpose of exhibiting its news columns in the best light. As an explanation we wish to say that this eight-page all-home print copy was the only one printed from this office and was done as an emergency act on account of a heavy run of advertising that week. The *Messenger* was issued on the regular publication day in an office where the editor is the whole thing from devil to editor and no extra help was used on that edition. We use linotype composition and hence was able to get out this paper under the circumstances that required more advertising space. Certain advertisements were received too late to be inserted on the first run and hence they were obliged to be placed on pages where otherwise they would not have appeared.

We simply desire to call your attention to this fact that the *Messenger* is published in a town of 500 people and the writer is the printer-journalist et al. We have a cylinder press and the editor's wife assists him on press days.

Thanking you for your kindness in commenting upon our efforts and hoping you will understand the condition under which this paper is issued, we are,

Very truly yours,
THE NEPONSET MESSENGER.
A. E. STETSON, Editor.

MORE WORK THROUGH PUBLICITY

BY HARRY A. WOODWORTH

Address all Communications for this Department to
349 Jarvis Street, Toronto, Canada

SEVERAL sheets from the Tubbs Mfg. Co., Ludington, Mich., show that they are unquestionably artists in the manufacture of wood type. Their Cheltenham series will be warmly welcomed—and this style of type in large sizes is sure to become popular. Here is a Cheltenham paragraph mark two and a half inches high! One feels like a Gulliver, traveling in a Brobdignagian type-land.

A booklet which shows the possibilities of the Cosmopolitan face, "an Inland product with a record," is abundantly suggestive to the printer. Type-foundries seem to have hitherto confined their advertising largely to new faces, so that no letter really got the continuous advertising any good product should have. The Cosmopolitan will continue to be a beautiful face which age does not wither, nor custom stale. It makes a pleasingly distinctive type for store advertisements.

A booklet with a handsome cover, issued by the Gugler Lithographic Co., Milwaukee, is entitled, "How a Beer Bottle Label is Made." It is reprinted from Hantke's "Letters on Brewing," and the author is O. B. Gugler. On tinted stock with rubrical margins, the publication is a notable contribution to bookmaking. Now the N. P.-J. is a publication wherein, if it is simply written of a book, "It is beautifully designed and tastefully printed," the writer has "no kick coming." But I think Mr. Gugler should have more praise than that. For the article (which was evidently originally intended for brewers, but which should be of interest to men of all trades) is a most careful and comprehensive treatment of the art of lithography and the making of labels. I don't think there are many advertising experts abroad in the land who would not find that a perusal of this book would increase their store of knowledge. The brochure—a valuable addition to any technical library—is illustrated by a sheet showing the nine printings which go to make up a label.

With a very pleasant letter from A. L. Duhig, Thermopolis, Wyo., comes a novel blotter, on which two half-tones of the district are well printed. The wording is as follows: "The Big Horn Hot Springs are noted for the manner in which they cure all forms of disease when given a trial." "The Thermopolis *Record* is noted for the manner in which it gives all the news of our Springs and the Big Horn Basin." "Kindly remember, in criticising this sample," writes Mr. Duhig, "that we have only a very primitive outfit here in the sagebrush." The photos and text are embellished with bronze green rules, which furnish good color-complement to the rest of the job. The design of the rule work is good, but the appearance of the rules suffers from a lack of a more up-to-date plant. There's enough rule work in the bronze without the underlining of words in the photo ink. The little ornaments do not improve the job, and do not look well on a job containing fine halftones. That the Messrs. Duhig have done wonders with a "primitive outfit" is, however, very evident, for their presswork is good, and their ideas of color excellent. As to the letterhead in green and gold, the contrast would be "completer" were the gold rule under the name of the paper omitted. The heavy surrounding rules, with the tasteful design, furnish enough gold. And the green might be made rather more compact as to space between words. A budding artist did the work, and the full flower will come when modern appliances, which cost little, are introduced into the *Record* office. A camel's hair brush costs little more than a toothpick, but an artist is not so much handicapped if he has a brush. There's a good catchline to the letterhead: "The newsiest place in town." There'll be more anon, I hope, Mr. Duhig.

"The Printer Man's Joy," lately issued by the American Type Founders Co., is a large booklet showing the possibilities of chap-book cuts and types. It's an expensive advertisement, but it should do much to popularize the chap-book style. The chap-book cuts are not electros, but are cast on solid and accurate type-body.

A most flattering letter from B. F. Harb, of Anderson, Ind., dated Dec. 22, enclosed two very original and pleasing cards with holiday wishes, and promised other specimens of his work "next week." But the specimens must have been lost in the mail. A very neatly-graded letterhead, Mr. Harb. I am saving your holiday reminders till another Christmastime approaches.

A neat note-paper announcement tells of the admission of Mr. Robert M. Eastman, Mr. Edwin M. Colvin and Mr. Reubin T. Thornton as officers of the W. F. Hall Printing Company, Chicago.

Very tastefully printed in XV. Century, is the "Notice of Removal" of the F. Wesel Mfg. Co., from Manhattan to Brooklyn, "just across the Ferry." The vignette of the main office, factory and warerooms is given a unique pencilled appearance by being printed on a stamped portion of the soft antique-wove stock.

I have not received the March blotter promised me by Jack Evans, of Portage, Wis., but I see the Portage *Democrat* gives considerable space to an account of the N. P.-J.'s complimentary criticism of Mr. Evans' work, with various commendatory remarks of its own. But I should think the *Democrat* would not care to quote a trade journal's remarks concerning its "lack of material" to its customers, and would rather seek to help its talented foreman out by supplying any deficiency. It's a pretty good looking paper, though.

The S. J. Kelley Co., Binghamton, N. Y., sends a mailing card with a desert scene, the background of which is marvelously well tooled. Part of the wording is: "An Oasis in the dreary desert of printer's ink. That's what your printed matter will be if we furnish the plates."

"Reciprocity with the Printer" is a folder whose thought is right in line with ideas expressed in these columns many and many a time. It is issued by the Hampshire Paper Co. "No mill," it says, "has ever advertised so freely in the printer's name." The inner space of the folder is devoted entirely to specimens of the letterheads of printers who use Old Hampshire Bond for their stationary. Below, the color-schemes of ink and stock are given. Some of these examples have been already shown in this department. The American Type Founders Company has likewise paid much attention of late to printing-advertising.

A very handsome book is "Talk," with its plate paper, and its elaborate but tasteful tint-borders to each page. It comes from the W. P. Dunn Co., Chicago. It is a regular talkfest about talk. It shows that type talks, though it does not say so in so many words. It is well written and exceedingly well printed. But our engravers were unable to reproduce that same tint a while ago.

From Gutmann & Gutmann, commercial illustrators and designers, two old New York friends, comes one of the daintiest booklets that ever commercial designers produced in order to bring trade to themselves. The cover-page, "Did You Notice?" is one which catches the attention at once, with its buff-tint block and the white feather and neckerchief of milady. Mr. Bernhard Gutmann and myself used to work in a suite of offices in the World building—but beautiful as they were, they were not so artistic as the rooms shown in two halftones which are brightened by means of tint blocks. The samples of designs made for leading advertisers contain many with which we are all familiar, and are all instinct with individuality. The advertising idea is not made subjective to art—but the art is there.

"Boons" is an attractive folder-booklet from the A. D. Farmer & Son Type Foundry Co., New York and Chicago. Its study should tend to make locking up one grand, sweet song and a short one.

The American Type Founders Company recently issued a number of a magazine entitled, I think, the *Cheltenham,* set entirely in the face of that name. Its real object was, of course, to show what a universal letter Cheltenham was for periodical and magazine use. It was a good advertisement; but I'll tell them a better, without charge to anybody. Buy a large number of any issue of the *Briarcliff Outlook,* published at Briarcliff Manor, N. Y., and send it to printers "Everywhere." For it is a magazine set entirely in Cheltenham and Cheltenham Italic, with the exception of the type with which an electro of one of the ads was made. The advertisements are so varied as to display, indention, etc., that there is a certain individuality to each. The magazine as a whole is a beautiful production that would surely delight the soul of Friend O. Bryon Copper. But then, can you expect anything different when you know that the man in charge of the typography of the Briarcliff Print Shop is our old friend Charles Lester Powers? The Briarcliff Print Shop, like the Wright and Joys Co., is impelled to use fishing as a metaphor while writing and illustrating its advertising. "How about your Bait?" is the question asked by a well-written, pretty little folder. There used to be a publication issued by a newspaper office and print-shop—the *Sun* and *Star* office and the Sun Printing Co., St. John, N. B.—entitled *Bait.* But I fear it's off the hook now—haven't seen it for a long time.

In accordance with the request on the brown and golden slip reproduced as No. 1a, I hereby acknowledge the receipt of a booklet which is enclosed in an envelope showing fishers

1a

with rods and lines, and the words, "A Few Lines from Wright & Joys Co., Milwaukee." For the booklet has pleased me. It is 4½x8½ inches, and the heavy brown cover has an attractive halftone with buff and green tint-plates and a deep brown frame. The picture is of canoes with fishing materials laid up by a river. There is no wording on the cover, but the title-page contains, besides a large picture of net-mending, this title: "When You Can't Fish, Mend Your Nets. A little talk on the strenuous art of angling for the elusive dollar." I have no dictionary at hand, so don't know "for sure" whether "angling" can be used for fishing in general, but am inclined to think it simply means fishing with hook

1b

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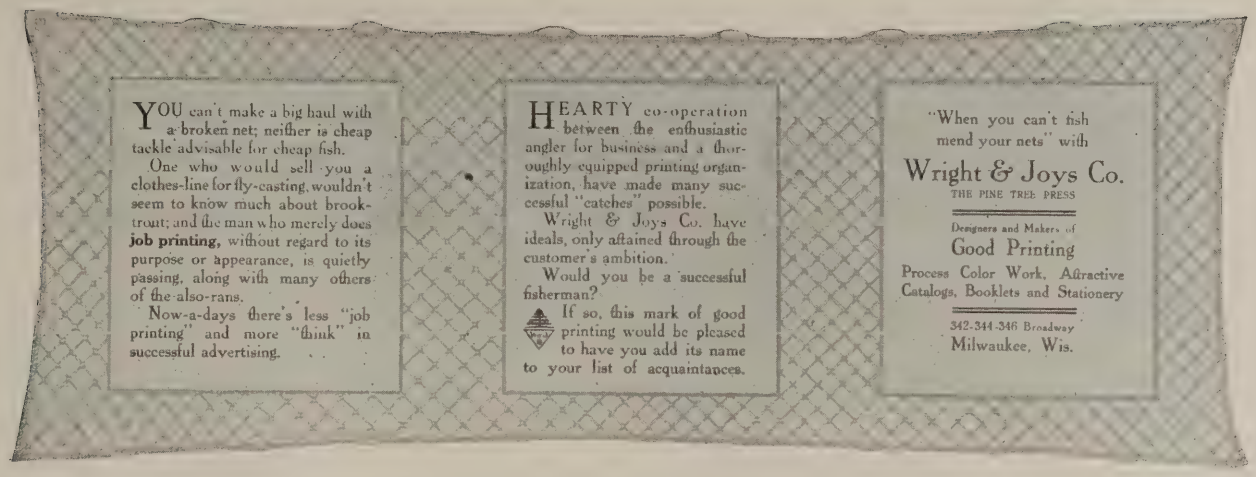
and line. But even this sport sometimes requires the assistance of a landing-net. Another thing that adds to the beauty of the second page is the large knot of a brown silk cord, which is not passed through the front cover page, but holds the cover by the back page. The cover, I said, had no title; but I have since found one embossed on the flap. The flap idea is, in fact, carried out throughout the brochure. The outside of the flaps show fishing scenes such as No. 1b, which is brown with a light-green border. No. 1c is a page as it looks with the flap extended. The net is a light green, and the text is in brown with the exception of the red initials and rules. The way in which the work-mark is used in connection with the text is noteworthy. Two pages of well-toned halftones show "Some catchy bait used by successful fishermen"—which, as will be guessed, are specimens in miniature of some of the work this clever firm have done for others. May they continue to flourish as a green spruce tree! And may the casting of the booklet on the waters of publicity bring net results! In the envelope with the booklet is a small private post-card (No. 1d). Not a very good place for it; it's liable to be lost in such a wilderness of an envelope. It is a "follow-up" card of the immediate follow-up kind—one that strikes the prospective customer just after


YOU can't make a big haul with a broken net; neither is cheap tackle advisable for cheap fish.
One who would sell you a clothes-line for fly-casting, wouldn't seem to know much about brook-trout; and the man who merely does job printing, without regard to its purpose or appearance, is quietly passing, along with many others of the also-rans.
Now-a-days there's less "job printing" and more "think" in successful advertising.
HEARTY co-operation between the enthusiastic angler for business and a thoroughly equipped printing organization, have made many successful "catches" possible.
Wright & Joys Co. have ideals, only attained through the customer's ambition.
Would you be a successful fisherman?
If so, this mark of good printing would be pleased to have you add its name to your list of acquaintances.
"When you can't fish mend your nets" with
Wright & Joys Co.
THE PINE TREE PRESS
Designers and Makers of
Good Printing
Process Color Work, Attractive Catalogs, Booklets and Stationery
342-344-346 Broadway
Milwaukee, Wis.

1c

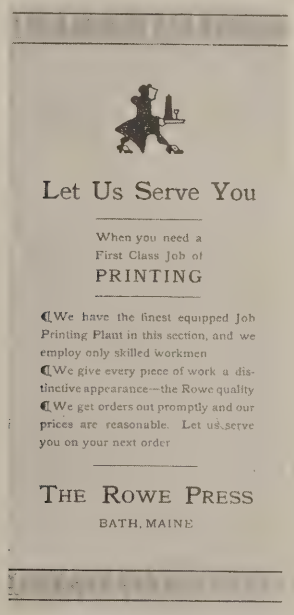
Copyright 1905, by C. B. Swain.

WRIGHT & JOYS CO. are requested to send us, without charge,
a dummy showing suggestions for paper for the following BOOKLET PAMPHLET CATALOG CIRCULAR ANNOUNCEMENT
Subject .....
Size to be.....x.....*inches, containing*.....*pages* and *no* *cover.*
The edition will be about.....*copies.*
Description of composition .....
Are there any halftones?.....
Any line cuts?.....
How soon do you want the work?
Address .....

1d

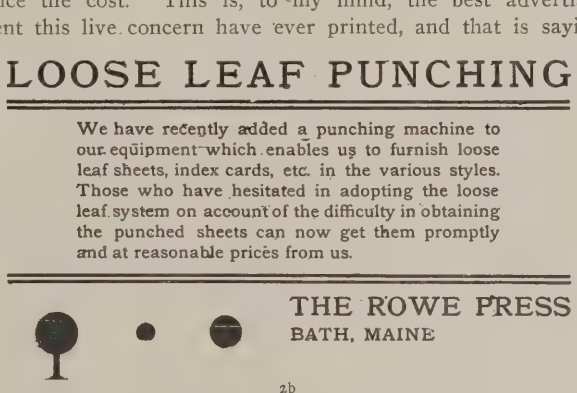
the booklet has got in its work of gentle preparation. Such forms as these are of great interest. I should like to reproduce more of them.

There is something of the out-of-the-ordinary, although the job is so simple, in the blotter of the Rowe Press, Bath, Me., reproduced as No. 2a. It is in light green, black and red; guess how the colors are distributed.


Let Us Serve You
When you need a First Class Job of
PRINTING
¶We have the finest equipped Job Printing Plant in this section, and we employ only skilled workmen
¶We give every piece of work a distinctive appearance—the Rowe quality
¶We get orders out promptly and our prices are reasonable. Let us serve you on your next order
THE ROWE PRESS
BATH, MAINE

2a

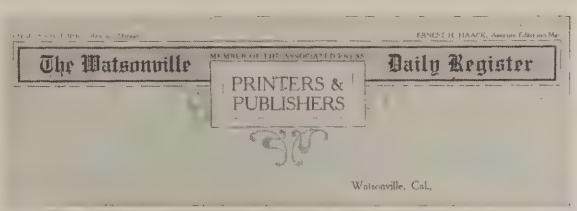
And this slip (No. 2b) seems to me to be a mightily practical, and hence a clever, ad. The punches are made right through the paper. This demonstration will bring business—and that's what advertising is for. In this connection, I wish to felicitate the J. W. Butler Paper Co. on their advertisement in the February number of the NATIONAL PRINTER-JOURNALIST—the one which, by means of text and illustration, shows that "By the Calipers or the Press you may prove" that their magazine super "is of *even thickness throughout the sheet,* a feature only looked for in enameled papers at twice the cost." This is, to my mind, the best advertisement this live concern have ever printed, and that is saying


LOOSE LEAF PUNCHING
We have recently added a punching machine to our equipment which enables us to furnish loose leaf sheets, index cards, etc. in the various styles. Those who have hesitated in adopting the loose leaf system on account of the difficulty in obtaining the punched sheets can now get them promptly and at reasonable prices from us.
THE ROWE PRESS
BATH, MAINE

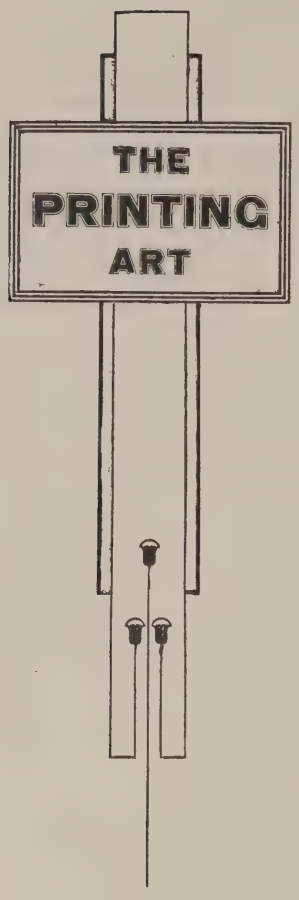
2b

a whole lot. For I do not intend by any means to deprecate the fanciful and poetic designs which we find on the front body-page month after month. They are good advertisements; and the more practical kind would probably not be so forceful were it not for the variety their use produces. The best advertising is, perhaps, after all, a proper combining of poetry and publicity. And when I say poetry, I am not necessarily speaking of verse. I am thinking of the spirit of poetry that pervades or should pervade everything that is good. We are all poets, more or less, and the application of this fact to advertising means proper publicity.

Here's a letter brimful of good words, saying that Thomas E. Abbott, foreman of the Watsonville (Cal.) *Register,* has frequently meant to send specimens to this department, but has put the matter off from time to time. However, he has arrived, and already occupies a very high place among the con-



3



4a

tributors to the NATIONAL PRINTER-JOURNALIST. Here is the *Register* letterhead (No. 3) on blue Scotia parchment. The panel on which the name of the paper (in red) appears is, like the ornaments, of a gray tint, and is enclosed by gold rules. The rest of the job is blue. With stock like this, such an ink-scheme is particularly pleasing. Several wonderfully good, but practically unreproducible, cards on dark cover stock are especially fine. But from an advertising viewpoint, the gem of the collection is the booklet, "The Printing Art." The first cover page (No. 4a) is in a style of printing of which but few specimens have ever been given in this department. But the style is one of many possibilities in the hands of a genuine artist—such an artist, for instance, as would have made a good job at the out-of-style rule-twisting. The cover-stock is light blue with a linen finish. The "distant" panel and the nearest one, have green tints, and the center panel is white. The lettering on the nearest panel is red, and the rest of the job is dark blue. Stamped surrounding rules set the job off nicely. The cover contains twelve pages somewhat smaller than the cover pages. The first, second, eleventh and twelfth are on Strathmore stock with a rough finish and a deckle edge. The other pages have a dull surface. The deckle-edge stock is folded over the second and eleventh pages, making flaps. On both sides of the flaps is the graceful ornamentation, over which are crisp little sayings and maxims. Now I'll untie the blue silk cord that binds the booklet, open the flaps and reproduce one side of each of them, with pages 2 and 11 (No. 4b). The initials are red, with a dark blue background. The rules and ornamentation are light blue. How well Avil, though it has an extended appearance, looks in this narrow measure! There is no need to praise the booklet, either as to typography or reading matter, when so much of it is shown. It speaks for itself, the *Daily Register* and Mr. Abbott.

Pope says: "Be not the first by whom the new are tried, nor yet the last to lay the old aside."

Daily Register

Modern vs. Ancient

THE ancient printers were handicapped in that they had to create material and originate methods for its use. The energies that should have been concentrated in the art of printing were divided with the art *of* making type. No man ever has, or ever will, become the leader in his generation *of* two distinctive arts or professions. It is possible for one to become leading maker of certain implements, *and* it is possible for another to become expert in the handling *of* them. Our plant is equipped with the latest productions *of* the leading type makers, *and* our energies are centered in becoming expert users *of* them.

It's quality that counts in printing, *and* when you consider the completeness *of* our plant, manned by workmen who pride themselves on the excellent results *of* their efforts, you can realize that the quality must be there.

Our customers speak for our printing. Get their opinions—not ours. We may be prejudiced.

Daily Register

Pertinent Pointers

THE Register has men *of* taste who will give you advice in deciding upon those details *of* design, type faces, paper *and* general make-up that gives distinction.

Excuse any enthusiasm you may notice in this booklet—*The* Register's work calls for it.

The man who uses *The* Register's printing can always hold his own.

He can do better than that.

He will get customers without hustling for them.

It costs money to be behind the times.

The Register's printing procures for you a favorable introduction.

It gives you a prosperous appearance.

It will bring an increase in your business.

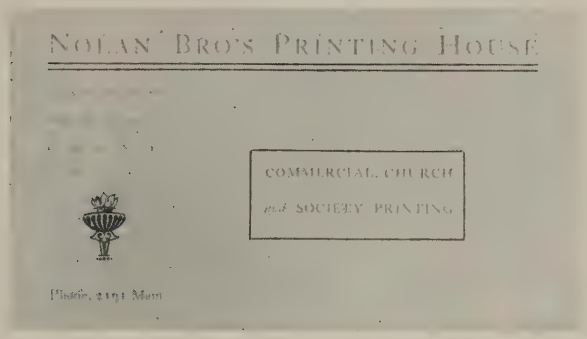
The Register does printing that escapes the waste basket.

Each *of* these reasons is a link in the chain of irrefutable argument that *The* Register's printing is superior.

4b

The engraver failed to reproduce the ornaments on the flaps and also the rules below each line set in Text at the top of pages, that were printed in light blue ink, but the reading is too good to omit and the skilled printer will readily be able to arrange ornaments in harmony with his own cultured taste.

What's wrong with this (No. 5) as a study in whiting-out? Violet and orange, the ornament and the rules under the first line, and enclosing the panel, being orange.



5

The margin around the job, which may not be shown in the reproduction, adds to the chaste effect.

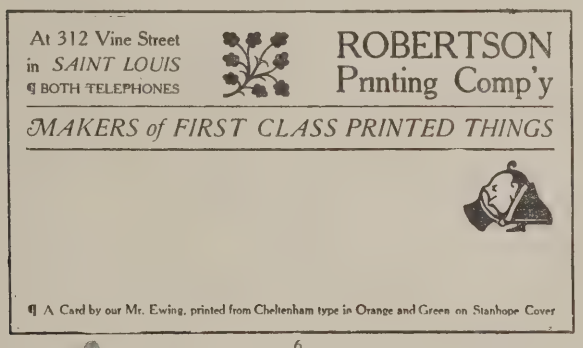
Dear Woodworth.

Accept thanks for kind words in last N. P.-J. These little notices are stimulants to things still higher in good printing.

Cordially yours,

'Nother card enclosed. EWING.

The ink color-scheme, as well as the names of the type and the stock, are given on the card (No. 6). It is not mentioned that the stock is light green. The rules and the canvasser's coat are orange. Another card with the same design announces that it is printed in orange and blue on homespun cover. The stock is cadet blue. The blank space is not wasted. The ornaments are so disposed as not to be


At 312 Vine Street
in SAINT LOUIS
¶ BOTH TELEPHONES
ROBERTSON
Printing Comp'y
MAKERS of FIRST CLASS PRINTED THINGS
¶ A Card by our Mr. Ewing, printed from Cheltenham type in Orange and Green on Stanhope Cover

6

inharmonious. "Our Mr. Ewing"—what a nice little personal touch that gives the card! Some bosses wouldn't stand for it—the Robertson folks probably suggested it. I've heard men say that people don't give a hang who wrote this or that, who designed that and the other. So have you, but did you believe it? Who the ——— cares? is often the yawp of the mistaken cynic. People do care. To learn to know they care is a lesson in Publicity. I guess Mr. Ewing may consider himself stimulated some more.

The Roach Press, of Jacksonville, Ill., had a good idea for a mailing folder. There are two folds, which gives three places for two holes each, through which is passed a green ribbon to match the stock. The stamp's green, too, and bears a picture of that fine old printer, Ben Franklin. The announcement is brown and gold.

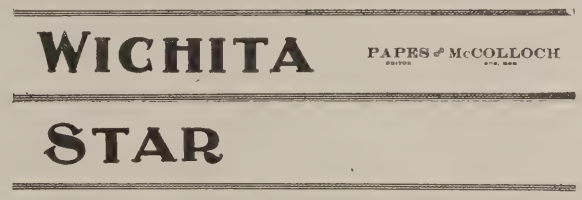
WICHITA, KAN.

To Harry A. Woodworth.

This is to remind you that I am still doing a little "u-ni-q." work at the old stand. This is our regular newspaper heading worked into a letterhead and envelope. Help yourself. Yours,

MOST EASY BUDD.

Now the word "Wichita" on this design, and two-thirds of the rules, are on the side of the letterhead where the letter is generally written. The word "Star" is, however, on the other side, the sheet being folded on the first fold so as to make it appear below the other word. This means, of course, that the word "Star" is printed upside down on the lower part of the other side. On the top of the other side, at the right hand, the word "The" is printed, and the fold is so made that it is the first word that strikes one upon its being taken out of the envelope. This word has rules above and below (extending across the back page) corresponding to those shown in the reproduction (No. 7). The job justifies the use



7

of the new hyphenated word "u-ni-q." The fault with the design is that when the letter is opened out for perusal the word "Wichita" is the only one connected with those of the editor and proprietor. I should certainly use the word "Star" again on the inner page and also utilize the space to the left, both from a motive of space-economy and for the sake of completing the job, and giving an additional interest to it when the last fold is lifted. I was getting Most Uneasy about Budd and am mighty glad to hear he is still living and kicking.

ARCADIA, FLA.

Harry A. Woodworth, Toronto, Canada.

DEAR SIR:—In compliance with my promise some time ago I send you with this the only advertising matter we have used lately with the exception of newspaper space.

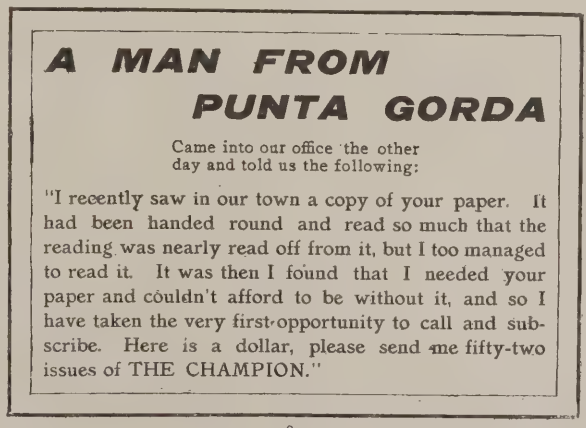
Your opinion of this card may not be the same as the people's down here, but following is a sample of how it was received in De Soto, Fla.: A drummer happening to see one in a barber shop asked permission to keep it, as it was the cleverest bit of advertising he had ever seen. The barber promptly called on me for another, because he wanted to keep one.

Two of our best advertisers, and heaviest users of "*Champion* Artistically Neat Printing," made special trips to our office to tell us that it was the best advertisement they had ever known. I don't know what the direct business result of this advertising was, but certain it is, our office has been worked almost to the limit on commercial work lately.

We are students of your department in the N. P.-J. each month, and derive many useful ideas therefrom. Yours truly,

ROYAL B. CHILD.

I believe that I should be entitled to some of the credit for the indirect and direct business results of the first *job* Mr. Child has printed with the aim of advertising his job office and his newspaper (No. 8). For a good while ago I,


A MAN FROM
PUNTA GORDA
Came into our office the other day and told us the following:
"I recently saw in our town a copy of your paper. It had been handed round and read so much that the reading was nearly read off from it, but I too managed to read it. It was then I found that I needed your paper and couldn't afford to be without it, and so I have taken the very first opportunity to call and subscribe. Here is a dollar, please send me fifty-two issues of THE CHAMPION."

8

National Printer-Journalist

A Journal for Printing and Allied Trades

Entered at the Chicago Post-office as Second-class Matter.

BENJAMIN B. HERBERT . . . . . EDITOR

Official Paper of the National Editorial Association.

PUBLISHED MONTHLY BY THE

NATIONAL PRINTER - JOURNALIST COMPANY

OFFICE OF PUBLICATION:

1319 WEST RAVENSWOOD PARK, CHICAGO, ILLINOIS

EASTERN OFFICE:

150 NASSAU STREET, NEW YORK CITY.

WILLIAM E. HERBERT . . . . . Resident Manager, Chicago Office

BENJAMIN S. HERBERT . . . . . Secretary

SUBSCRIPTION RATES:—In the United States, Canada and Mexico, $2.00 per year, in advance; single copies, 20 cents.

Orders for subscriptions will be received by all dealers in printing material in the United States and Canada.

Remittances may be made by draft, money order, or registered letter. Make all remittances free of exchange and payable to the order of the NATIONAL PRINTER-JOURNALIST COMPANY.

FOREIGN SUBSCRIPTIONS:—To Countries within the Postal Union, 10s. 6d.

FOREIGN SUBSCRIPTION AGENTS:—International News Company, Breams Buildings, Chancery Lane, London, E. C.; F. O. Strong, 111 Fleet Street, London, E. C., G. G. Turri & Co., Melbourne, Australia; The India Printers' Agency, 249 Mint St., Madras, India; Successful Advertising Co., Bangalore, India; John Dickinson & Co., Ltd., Cape Town, South Africa.

ADVERTISING RATES PROMPTLY FURNISHED UPON APPLICATION

The NATIONAL PRINTER-JOURNALIST is unequalled as an advertising medium in its field. No attention paid to postal card requests. Information cheerfully furnished to all patrons.

Subscribers and patrons will confer a favor on the National Printer-Journalist Company by sending in the names of responsible newsdealers who do not keep the monthly on sale regularly.

Manuscript sent in for publication must be accompanied by a letter of explanation and return postage.

CHICAGO, MAY, 1905

The second editorial page of this issue of the NATIONAL PRINTER-JOURNALIST was held open to the last moment to give the revised program and completed arrangements for the Twentieth Annual Convention of the National Editorial Association. The occasion is worthy this special consideration. The editor will have all the remainder of the year to talk to readers.

The merits, the attractive, instructive, and helpful things, to be told of articles, properties or merchandise, are as much to be remembered in writing advertisements as in writing effective, entertaining news stories.

It is the mission of the truly independent newspaper rising above personality and all preconceived notions, to seek the whole truth and to inform all, the ignorant as well as the learned, the erring, imprudent and benighted as well as the prudent and broadly-enlightened—seeking ever to make all better, stronger, happier, and of clearer understanding, nobler and more genuinely useful to themselves and all about them; and to an honest, efficient, good government "of the people, by the people, and for the people," in every school district, township, municipality and county.

Technicalities should be avoided in all newspaper writing. Leave these to scientific professional trade, or technical journals. Abraham Lincoln, when assured that one of the most learned Professors of Rhetoric in the Greatest University of the nation studying his speeches for their beauty, perfection, excellence and effectiveness of expression, and asked how he had attained to such perfection in the use of language, said, that, having never been taught and never having studied Rhetoric as a science, he could only account for this by a controlling passion, possessed from boyhood, for striving to bring within his understanding, and the clear comprehension of all others, whatever he heard or read. He did not know that he was taking the deepest lessons in true rhetoric while looking for clearness of understanding, of thought and of expression.

There has been a reorganization of the Columbia, Mo., *Herald,* of which more will be said in our June issue, but here we only wish to allude to the following sentiments, found in the "Platform of the new *Herald*:

It has no enemies to punish. It believes that abuse has no place in the columns of a newspaper. It has faith in the people. It will print the news. It will tell the truth. It will speak its own mind. It will have no master, save its own conscience—for a newspaper, like a man, should have a conscience and live by it.

Here is the right sort of a newspaper—independence—an independence that puts the utterances of the paper above the personal likes or dislikes, the entities or friendships of the publishers, editors or reporters, and that leads to the speaking of the truth, giving the news and meting out deserved praise or criticism, without fear, favor, or prejudice; guided only by a faith in, and a loyalty to, the people and a clear, enlightened judgment and an active, ever-heeded conscience, that is "void of offences towards God and Man," and that is reliable because unswerved by prejudice or by desire for glory, pelf, favor, friendship, revenge, or for place, and made broad and charitable by faith in all the people, to whom all true, loyal service is sought to be rendered, regardless of condition, position, creed, or "previous condition of servitude" to error, ignorance, poverty, selfishness, prejudice or wrong.

Senator C. Porter Johnson, of Oklahoma City, is an able man and an eloquent speaker, and in a brilliant and characteristic welcoming address to the Oklahoma Press Association on April 24th, he voiced the sentiment of every editor and of every citizen of the Territory, when he said: "I congratulate you that it will soon be your pleasure and privilege to entertain the National Association of editors, the greatest organization of brains on earth, and to give them an opportunity to witness the marvelous developments of this heavenly-endowed Territory." He said many other things wise, and instructive, that will appear in the June issue of this journal; but we quote this much here only for the purpose of saying, that it will be the effort of the sixty-two associations affiliated in the National body to send the ablest and most representative members as delegates, and it will be the ambition of every delegate from every State in the Union, to maintain the high opinion in which the National Editorial Association is held by the intelligent, broad-minded people of Oklahoma, composed of the best and most progressive citizens from every Commonwealth of this Great Republic.

Direct, clearly stated truth is the first essential and the very essence of all eloquence and of all effective, soul-enthralling, and action-inspiring writing. Good words well written, simple, frank, candid and high-minded help, not only to a clear understanding, but they win respect, confidence and reliance, advance every worthy cause and make the readers, and the writers, as well, by reflex influence, better. There is a wonderful uplift in words simply and fittingly written, whether in the news, advertising, or editorial departments of a newspaper. Chaste words make for chastity, pure words for purity, simple words for simplicity, candid, truthful, just, nobler words, for candor, truthfulness, justice, nobleness, right thinking, correct living, and for wise, generous deeds. Guard your pens and the words they write.

PROGRAM 20TH ANNUAL CONVENTION NATIONAL EDITORIAL ASSOCIATION, GUTHRIE.

June 7—2 P. M.—Address of Welcome, by Gov. T. B. Ferguson, on behalf of the people and newspapers of the Territory. The Governor is a newspaper man, being the editor of the Watonga *Republican.*

Address of Welcome, on behalf of the City, by Mayor J. W. Duke, and Hon. O. R. Fegan, President of the Commercial Club. Response to Addresses of Welcome.

Wednesday, June 7-8 P. M.—Convention called to order; President's Address. Announcement of Committees.

Annual Poem, "Lisping Leaves, Anniversary Rhymes," by W. E. Pabor, Pabor Lake, Avon Park, Fla., to be read by his daughter-in-law, Mrs. Frank G. Pabor.

Address by Capt. Richmond Pearson Hobson.

Paper by Col. John Dymond of Louisiana *Planter and Sugar Manufacturer;* "Some Printing House Economics." Discussions following.

"U. S. Postal Laws and Policies," Hon. H. A. Castle, ex-Auditor U. S. Post Office, Washington, D. C.

"The Science of Modern Business Building," A. F. Sheldon, Pres. School Scientific Salesmen.

Wednesday evening, June 7—Reception by the people of Guthrie at the City Hall, to the National Editorial Association, ending with light refreshments and a ball.

Thursday—8-9 A. M.—"Libel and Privilege," by Mr. D. H. Butler of the *Legal News,* Lincoln, Neb.

"Woman in Journalism," by Miss Clay of the *Democrat,* Huntsville, Ala.

Paper by C. E. Wood, of Colorado Springs, Colo., "Observations by the Way."

"How to Secure and Maintain Circulation," by Mr. H. B. Varner of the *Dispatch,* Lexington, N. C.

Thursday—2 P. M.—Report of Credentials Committee and all other committees; Resolutions, Discussions.

Address by Prof. J. W. Carr, Superintendent Schools, Anderson, Ind., "The Public Schools and the Public Press."

Paper by Mr. J. H. Potts, of the Troy *Times,* Troy, N. Y., "The Social Service of the Press."

Paper by Mr. H. R. Gilstrap of Chandler, O. T., "The New State and Its Newspapers."

June 8—Thursday afternoon, at 2:30, reception to the ladies

8 P. M.—Memorial Exercises

Thursday evening, at 9:20, following the Memorial service at the Opera House, reception by the Scottish Rite Masons of Oklahoma and Indian Territory.

June 9—Friday morning from 7:30 to 9 a general circuit of the city by street car, carriages and other conveyances.

Friday, 9 A. M.—"Muzzles in Pennsylvania," by Mr. J. S. Benn, of the Philadelphia *North American.*

Reports of Committees.

Question Box.—Questions Answered and Discussed.

Address by Wm. Allen White.

"Newspaper Diplomacy—Tell the Truth," by Wm. Southern, Jr., of the *Examiner,* Independence, Mo.

Friday, 2 P. M.—Final Proceedings; Selection of next place of meeting; election of officers; announcements as to itinerary and entertainments, resolutions of thanks, etc., etc.

At 6 p. m. train leaves for Enid, Oklahoma, where the Editors are entertained on the evening of the 9th.

June 10—Forenoon of the 10th, at Lawton and Ft. Sill, Oklahoma. Afternoon of the 10th, El Reno, Oklahoma.

Evening of the 10th, entertainment at Oklahoma City.

June 11—Sunday, at 101 Ranch.

June 11, 1905—On the Famous 101 Ranch, near Bliss, Okla.

GRAND PARADE.

Indians and Cowboys in Native Dress—2,000 Indians, 250 Cowboys.

Buffalo Hunt and Killing—A Herd of Genuine Buffaloes.

Speech by Indian Chief—Cattle Round up and Branding 5,000 Head.

Roping Contest for Championship of Southwest—Large Prizes—Gold Medal and Cash.

Broncho Riding—Valuable Prizes.

Cowboy Sports and Pastimes, with Contest for valuable prizes.

Lucile Mulhall, Champion Lady Rider and Roper of the World, will exhibit daring feats of horsemanship with her horse, Governor. She will rope and throw a wild steer.

Picket, the Noted Texas Negro, will jump from the back of a running horse onto the neck of a wild Texas steer, catch him by the nose with his teeth and throw the steer to the ground. The most wonderful feat ever attempted by man.

Grand Sham Battle—Between U. S. Regulars, Cowboys and Indians, with burning of Immigrant Wagon Train.

Grand Spectacular Exhibition—Illustrating the Rush of the Opening of the Cherokee Strip.

Indian Dance Sports and Pastimes, with contest for valuable prizes.

Music will be furnished by several of the best bands of Oklahoma.

June 12—Monday at the great Cleveland, Okla., oil fields; at Vinet, Muskogee and Wagner, I. T., leaving Muskogee for South McAlester on Monday evening the 12th, from where they will leave on the night of the 17th for Dallas and San Antonio, Texas, on the M. K. & T. Railway, thence over the Southern Pacific to Southern California, San Francisco and Portland.

ARRANGEMENTS FOR TEXAS, CALIFORNIA AND OREGON.

JOHNSTOWN, OHIO, April 27, 1905.

B. B. Herbert, Chicago, Ill.

DEAR MR. HERBERT:—The "little book" was issued about April 10th, and 197 delegates have already paid their per capita and considering the fact that the convention is almost six weeks distant, I regard this as a favorable indication that the Guthrie meeting will be largely attended. Many delegates do not decide to go until the last moment and some associations have not yet selected delegates.

Our Texas friends are preparing to "show us" at Dallas, Houston, San Antonio and El Paso. The Mayor of El Paso, under date of April 20th, writes: "There are imitations, but El Paso hospitality is the genuine article." I am sure that all will want to take at least the Texas trip and will be highly entertained and pleased.

The California program is about complete and includes a reception at Riverside; at Los Angeles, Santa Monica and Ocean Park, Pasadena and Mt. Lowe; Santa Barbara, a visit to the missions there and a bath in the ocean; Del Monte and a night at Santa Cruz; the Big Trees; Palo Alto; an inspection of San Francisco, Chinatown, Cliff House, Golden Gate Park and Mt. Tamalpais. Five days in California. Rufus P. Jennings, Secretary of the California Promotion Committee, is in charge of this entertainment and will surely see that the N. E. A. is well cared for.

Those who wish to return from California and cut out the Portland and Colorado trip may do so, but should at once write Geo. T. Nicholson, G. P. A., Santa Fe R'y., Chicago, Ill., enclosing application for pass from San Francisco to Chicago. Attend to this at once. Those who accompany the regular party will need only to provide themselves with transportation to and from their homes to St. Louis.

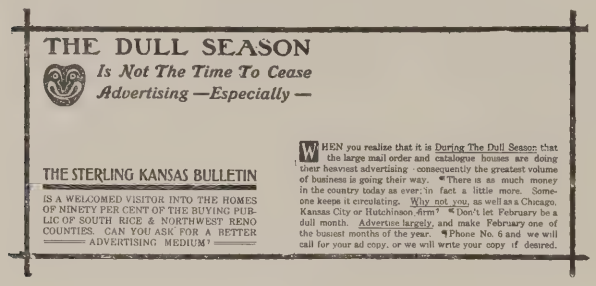
The Portland trip will be made by the Shasta route from San Francisco. Three days will be spent at the Lewis and Clark Exposition and sight seeing in Oregon. Stops will be made en route home at Salt Lake City, Colorado Springs, Cripple Creek and Denver. Our Colorado friends are looking forward to our visit with a desire to be good. The itinerary following the 20th Convention is surely interesting and attractive.

Let me urge the Executive Committeemen to attend promptly to the remittance of the per capita for their delegates to the Treasurer, J. Irwin Steel of Ashland, Pa., and see that all vacancies are filled. It is important that this be early done to the end that a proper knowledge may be had of the size of the party and adequate preparations made.

Each day brings me an average of fifty letters, but no apologies are needed in writing. I will cheerfully be of all possible service to the delegates. That's what you pay me for, good people, so fire your questions in and get your wedding garments ready.

Very respectfully,
WILLIAM A. ASHBROOK,
Cor. Sec'y N. E. A.

The word "Especially" seems particularly in the predicament of a fish out of water. It does not mate with the properly-displayed remark about the dull season, and it's too far from the small type completing the sentence, which seems to have more connection with the block of composition in the lower


THE DULL SEASON
Is Not The Time To Cease
Advertising —Especially —
THE STERLING KANSAS BULLETIN
IS A WELCOMED VISITOR INTO THE HOMES OF NINETY PER CENT OF THE BUYING PUBLIC OF SOUTH RICE & NORTHWEST RENO COUNTIES. CAN YOU ASK FOR A BETTER ADVERTISING MEDIUM?
WHEN you realize that it is During The Dull Season that the large mail order and catalogue houses are doing their heaviest advertising consequently the greatest volume of business is going their way. ¶There is as much money in the country today as ever; in fact a little more. Someone keeps it circulating. Why not you, as well as a Chicago, Kansas City or Hutchinson firm? ¶Don't let February be a dull month. Advertise largely, and make February one of the busiest months of the year. ¶Phone No. 6 and we will call for your ad copy, or we will write your copy if desired.

13a

right hand corner. Possibly if "Especially" were sunk a half-inch or so, the proper connection would be more quickly grasped, and the general appearance would not be hurt. Through the statement concerning the advertising of the mail order and catalogue houses might be challenged by an advertising man, I like the wording of the job very much, as I believe in dull season advertising, and in local advertising as an offset to outside mail order competition.

THIS ENVELOPE CONTAINS
A Blotter
WITH THE COMPLIMENTS OF
The Sterling Kansas Bulletin
ANOTHER ONE WILL COME TO YOU NEXT MONTH

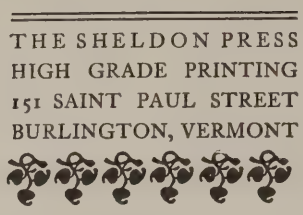
13b

And here is the corner of the envelope in which the blotter came (No. 13b). This envelope should surely awake interest in this blotter—and in coming ones. Heavy rules and coat of the beau in red; balance in green.

Other work of Mr. Crossan on which he especially wishes criticism will have to be considered later. I'd like, sometime, to reproduce one of the covers of the *Cooper Courier*—the one of the chap-book order, with the panel whose ornaments are rendered particularly effective by the red of the stock showing through. But of course it cannot be reproduced from the original colors. If you have a black and white proof, send it along, and please specify the exact cover stock and inks used.

If the customer likes the job, a great point is gained. But if you know that he likes what he ought not to like, try to make him like what you know he ought to like. Both you and the customer will be better pleased in the long run if this is done. But be sure you know!

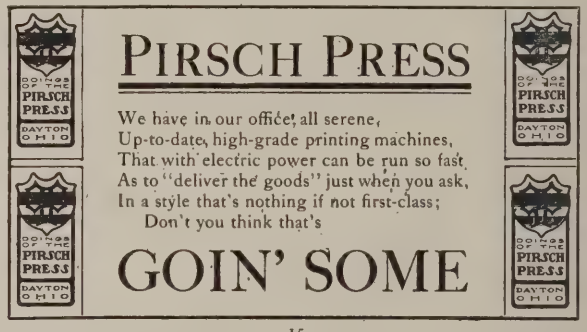
Will J. Cota, of Burlington, Vt., has honored my request for the envelope corner I tore in my haste to read a late letter (No. 14). Brown and green—ornaments green. Margin—half an inch at the top; an inch at the side. This is modern printing. Note the simplicity of the ornamentation, for all its abundance. Mr. Cota has gone back to Wells,



14

Richardson & Co. He writes: "I shall still continue to read your department with interest, and keep in touch with what the fellows are doing even if I cannot contribute myself." The "fellows" will miss Mr. Cota if he doesn't contribute.

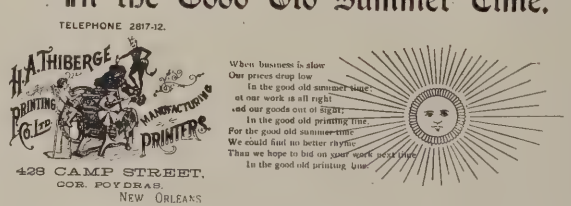
One of those stand-up double desk cards, with the white letters, on a black ground, which the Pirsch Press sends out every little while (I guess they were the first to put out a "Do It Now" card, which was of the same fashion) has the motto, "That's Goin' Some" on the black side. And on the other is what is reproduced as No. 15. And a clear-eyed, strong-


PIRSCH PRESS
We have in our office, all serene,
Up-to-date, high-grade printing machines,
That with electric power can be run so fast
As to "deliver the goods" just when you ask,
In a style that's nothing if not first-class;
Don't you think that's
GOIN' SOME

15

sinewed job it is too. Colors: Surrounding rules, the orange of the westering sun. Bands back of the double "P" mark, and underscoring rule, the green of the grass. The balance, the brown of Mother Earth. A pretty job in the original colors, but the poetry is certainly the limit—no rhyme and very little reason. Apparently all you have to do is to drop a dollar in the slot, give your order, and these high-grade, terribly high-geared machines do the job and act as a delivery auto. (For your asking does not influence the sheet delivery, of course.) You presumably have the finished product at your place of business in the time it takes for a flash of sheet-lightning, all this work being done without disturbing the presses' serenity. Despite the pleasing lilt of the last line, this is my advice, and if I were czar, I'd see it was carried out—by some one else:—Crown the printer with undying laurels, but kill the bard.

David C. Silve, New Orleans, La., is a new contributor who signs himself "a doer of work that's O. K."—a pretty good advertising phrase, of the strict literalness of which Mr. Silve seems to be a little doubtful, for he asks me to "please criticise the weak spots and faults" in the samples he sends


"In the Good Old Summer Time."
TELEPHONE 2817-12.
H. A. THIBERGE
PRINTING
Color
MANUFACTURING
PRINTERS
428 CAMP STREET,
COR. POYDRAS,
NEW ORLEANS
When business is slow
Our prices drop low
In the good old summer time;
If our work is all right
And our goods out of sight,
In the good old printing line,
For the good old summer time,
We could find no better rhyme
Than we hope to bid on your work next time
In the good old printing line.

16

me. The blotter in blue and red (No. 16) has more "O. K.-ness" than weakness and faultiness, part of it being whited out in a very commendable manner. The sun and its rays and the devil are red, of course; so is the roller and disc; so, in the unique name-plates, are the words, "H. A. Thiberage" "Co., Ltd." and "Printers." I should have much preferred to have seen the abbreviations "Co., Ltd." in the same color as "Printing;" it would have been better display. I don't like the address lines at all. Such composition is out of date, and the spacing is poor. As to the jingle, it's rather catchy; the discrepancy in the rhyme being rather cleverly pointed out in the latter portion. Other work, which is big with promise, and whose weak spots and faults can be easily remedied, will have to be considered later, as Mr. Silve's work arrived long after his letter.

Yes, it's pleasant to get a letter like this from a good printer whose work you've criticised adversely and favorably, but whichever it was, always with a friendly feeling. And I guess Friend Biggers understands:

CORSICANA, TEX.

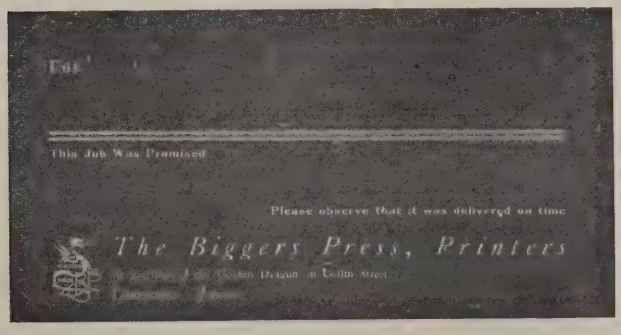
Dear Friend Woodworth.

I want to tell you that your last criticisms are appreciated. These things help a man who is trying to do something; these little things, I tell you they are wonderfully big when put in the way you do.

By today's mail I am sending you a portfolio of samples, and would be glad if you would keep all my samples in the big hand-made envelope. In this batch are some that were sent you before, and I attach one of the old ones referred to, to show you that we are doing better printing all the time; know you will like the new prints best. Hope you are doing well and that you will be at the head of "More Work Through Publicity" department for a long time—even till the little man who will some day be a contributor is big enough. I have reference to Hal Biggers, a very fine boy, named after two good men and printers, Roorbach and Marchbanks. If you will print this picture of this future contributor of the NATIONAL PRINTER-JOURNALIST I'll send it in. Yours truly,

BIGGERS.

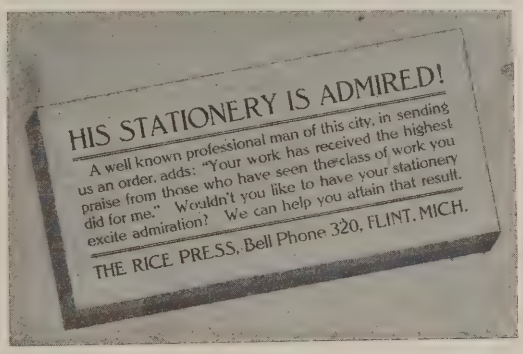
Speaking of the N. P.-J., I'm sure we'll be glad and proud to print the picture of "a coming man in this department." He should be a winner, if there's anything in heredity, for Mrs. Biggers has shown herself an artist in the delicate hand-coloring with which she has embellished some of her husband's work; and we all know what *that* is. And if there's anything in a name, one of the Hals will forgive the poor pun when I opine that the boy's will not be a roorbach. The samples submitted were put into the big hand-made envelope, whence they will be removed from time to time; but, to use classic diction, the engraver fell down on the last samples Mr. Biggers sent, and I'm afraid he'd throw a fit if I sent him this orange stock. Although I greatly appreciate the improvement in the Biggers' work, it always struck me as having individuality, and that of a pleasant kind. And the Biggers' reproduction I will make this month (No. 17) is one



17

which I have kept for a long time—since the Golden Dragon was simply a "devil," and was not entrusted (as shown on the recent work) with the tools of the trade. This job is in aluminum on red stock, and it makes a very clever use of the public's predilection for punctuality. It will be likely to strike favorably the man who really believes in punctuality, and it will be a gentle reminder to the other kind—you all know him. He's the man that's in such a fearful rush for a job—he must have it on the minute—and you try to give it to him on the minute, at whatever inconvenience to yourself. Perhaps you even delay a quieter man's job to be sure to get his out on time, he is so insistent. And then when he gets the job, it seems from his actions that the next day, or the next week, or the next month, would really have done just as well. And he's generally anything but punctual as to pay. Oh, how we have longed to be in a country "where there ain't no ten commandments" so that we could slay that man—and slay him right on time. But this little sentence, so politely worded, should "help some" with such a customer.

This (No. 18) is the latest from the Rice Press, Flint, Mich. A beautiful blue is the blotter. Slantwise in the center of a wealth of blue is this panel, the type being printed


HIS STATIONERY IS ADMIRED!
A well known professional man of this city, in sending us an order, adds: "Your work has received the highest praise from those who have seen the class of work you did for me." Wouldn't you like to have your stationery excite admiration? We can help you attain that result.
THE RICE PRESS, Bell Phone 320, FLINT, MICH.

18

over one printing of white. And a wealth of blue is wonderfully impressive. You who have seen the sky can realize this. The rules which give the block effect are brown. Thank you for remembering me so often as once a month, Mr. Rice.

THE RING OF CASH.

The ring of cash, that tells of profits in the counting room, should have more sweetness to the workman who wants steady employment or advancement than the tick of the clock that tells of the quitting hour.

BARK UP USEFUL GAME.

The dog that puts in all his time barking at skunks will never tree any possums. It is the same with the newspaper man who devotes all his energies to barking about the skunks that no one can reform and no one wants to attack. Instead, let him bark up the useful game—the circulation, the advertising and the job work, as well as the commercial enterprises of the town, the local industries and institutions. Let him devote his time to the support of good principles, needed improvements, good government, security and a square deal for all, through which his fellow-men may enjoy life, liberty and the pursuit of the good, the true, the beautiful and all that brings peace, confidence, the feeling of safety and the resulting prosperity, contentment and happiness.

EDITORIAL NOTES AND POINTS

BY BENJAMIN B. HERBERT, CHICAGO, ILL.

IT may be that attention has already been called in these pages to the splendid features shown in a recent issue of the Corning, N. Y., *Evening Leader,* but it will do good to call the same to mind once more. One feature is the admirably brief but complete record by months of all the important events of the previous year. It is none too early now for newspapers to commence to prepare for the presentation of such a record at the close of this year. The work on an annual number is made easier by tabulating facts and figures as the weeks pass. It is wise, not only to keep in mind and to gather throughout the year items, events and illustrations to be used in the souvenir, but also, to keep tab on needed additions for the improvements in the office and the service, and to put aside the money, as it can be spared, to meet the expenses thereof. The *Evening Leader* was able to tell its interested readers, this year, of many improvements, the installation of a new twelve-page press, a double magazine linotype and many additions to the job department on the second floor of its new addition and one of the roomiest and best lighted press rooms. The *Leader* is noted for the completeness of its neighborhood news department.

The Arcadia Valley, Mo., *Enterprise* has a department of "Editorial Comment" set in double column on its first page. These comments are brief and many of them relate to articles of special interest found on other pages of the paper. The *Enterprise* also wisely advertises its job department prominetly by pointed talks in bordered two column squares, with matter set in eight or ten point, in its paper. These features are both to be commended.

Satisfying subscribers, advertising patrons and job printing customers pays though the cost and trouble may seem arduous or expensive at the time.

A wise newspaper man will have as much regard for the appearance of his paper on account of his advertisers as for the satisfaction of himself or his readers. Even diamonds hidden in the mud present little attractiveness and only throw out an occasional sparkle. Newspaper advertisements should be diamonds of scintillating attractiveness, ever emitting purest rays of light and they should to be effective, be set in pure gold and the newspaper should be golden, or genuine gold as to worthiness, popularity, intrinsic value and appearance.

Modest worth is excellent but hidden treasures get neither use nor attention. The world is too busy with its own affairs to seek out worth even of the highest merit. It is wise to make your work, your newspaper or your printing better than any other and then to advertise, blaze the way, open a path, through the forests of competition and distracting interests, and invite the world to walk therein. People must be told the way and the real value of the things to be found at the end of the path. It is the advertised man who gets the office, the advertised paper that gets the subscribers and the advertised job office that gets the work, provided there is worthiness, merit or value back of the advertising.

Talk about the circulation of your own paper and be sure that the circulation is such as to stand publicity. Talk about the splendid features of your own paper and be sure that the features are as excellent in every way as they can be made. Talk about the execllent equipment of your office and the ability of your workmen and be sure that they are such as not to shame your highest praise. But never talk about the inferiority of any of your competitors. Let your competitors do their own advertising. Their faults will be discovered without any direct aid from you, especially if your paper and your office constantly present greater excellences, are thoroughly advertised and made generally known; but comparisons are odious if made by the one to be benefited.

The newspaper man and the commercial job printer both have to do with all kinds of individuals and with many differing grades and groups of men in all kinds of employment and should never forget the environments of each. It is environment, as much as birth and education in the schools, that influences all lives and we must deal with men as they are and understand their differing view points if we would entertain, instruct, please or influence them or win either their permanent patronage or enduring confidence and esteem. We can not drive them from what they are or from the influences that surround them, though we may be able to broaden their views and gradually lead them to the adoption of new ideas. Suggestion is the great power and this must be through information, through description of differing ways and better things. It has been said that suggestion is the greatest power in advertising. Desirable articles must be described and their uses, desirability and advantages must be set forth in an entertaining and attractive manner, ever keeping in view the environment of those sought to be reached. Advertising is an important part of the newspaper and, in most particulars, does not differ much from the other departments, all having the like objects of informing, entertaining, pleasing and lastly, when we come to the editorial department, of convincing, persuading and of influencing to action.

As a catch line above the heading on the first page, the Davis County, Utah, *Argus* runs the words, "If you wish to reach the people of Davis County, advertise in the *Argus*—everybody's paper." At the left of the heading is a brief statement as to the circulation and to the right, these words, "*Our Aim*:—To bring before the public the wonderful resources of Davis County; to record the news comprehensively, and to avoid treading on innocent toes."

This idea of using the space above and at the ends of the head for such matter—if neatly set and arranged—does not seem objectionable and certainly such brief statements are impressive and ought to prove effective.

BRISTOL, CONN., April 19, 1905.

Mr. B. B. Herbert,
Editor National Printer-Journalist,
Chicago, Ill.

DEAR SIR:—I have noticed in the program of the National Editorial Convention that the big day at Miller Brothers' ranch is on Sunday, June 11th. The little book sent out by the corresponding secretary, Mr. Ashbrook, says that it is expected that 25,000 people will be present on that day, which will be a day of Indian sports, buffalo hunt, and other performances which it seems to the writer are not exactly suited for an observance of the Sabbath, even according to the more liberal western ideas. Inasmuch as this convention is a National Editorial Convention, drawing delegates from every state in the Union, eastern and central states as well as western states, and inasmuch as whatever is done at the National Editorial Association Convention is printed in nearly all of the newspapers of the land, it seems to the writer that it would be very much to be desired that this entertainment at Miller Brothers' ranch should occur on some other day of the week than on Sunday.

I realize that this is an invitation from the owners of the ranch to attend this entertainment which they have kindly arranged for the pleasure of the visiting editors. I think it is most kind in the Miller Brothers to arrange this entertainment, but I do feel that the day chosen is entirely the wrong day.

Respectfully yours,
ARTHUR S. BARNES,
President Connecticut Edit. Assn.

It is customary when editors or Presidents are out on Editorial excursions or hunting trips, to allow great liberty and to adopt, on such occasions, for those, who during the year are confined closely to offices and desks, the words of the Great Teacher, who, when criticised for leading his disciples through the fields and gathering and eating the God provided grain on the Jewish Sabbath, declared that, "The Sabbath was made for man and not man for the Sabbath." Yet there was no intention of violating anyone's conscience in providing for the entertainment at 101 Ranch. It was found impossible to arrange for any other day. It is just at the season of the Oklahoma harvest and it was found impossible to secure men or horses or the time, on any other day of the week. It has been quite customary for the editors to travel in the cars on Sunday when on excursions and to stop and view the wonders of nature enroute. One of the most impressive occasions in the history of the association was a trip from Leadville to Colorado Springs on Sunday. The party stopped at Cascade Canon and, after viewing the leaping waterfalls, the beetling cliffs and the riven rocks, the editors returned to the cars and joined in singing, with the spirit and with deeper, clearer understanding, "Rock of Ages Cleft for Me, Let Me Hide Myself in Thee." A similar incident happened while the National Editorial Association delegates were on a trip through the Canadian Alps. The train was delayed by the washout of a bridge and embankment, and while waiting, all gathered on the beautiful grounds and lawn on the Mountain side at Glen Springs and engaged in religious songs and worship. Our heart thrills to this day with the thought of the glorious surroundings and of the words of that noble editor, Past President Walter Williams of Columbia, Mo., who spoke as one inspired. God got very near to the hearts of the editors that day.

There are churches at Bliss where the editors can worship and it will be entirely proper to arrange for a service in the open air in which all can join. It would be a grand idea, in the midst of the vast extent of plains on the edge of the 101 Ranch, containing, in itself eighty-seven thousand acres, of richest lands, surrounded by waving grass and grain, ripe unto the harvest, by the herds of cattle from a thousand knolls, and the tents of the Indians, for the soldiers, cowboys, ranchers, citizens of Oklahoma, Indian Territory and Kansas and the editors from every state in the Union, to take an hour for worship of the Great All Father, and for communion together in regard to His works, mercies and wonders.—EDITOR.

GOVERNMENT PRINTING ENVELOPES.

LA MOURE, N. DAK., April 8, 1905.

Editor National Printer-Journalist, Chicago, Ill.

DEAR SIR:—I hand you herewith copy of a resolution which was adopted unanimously and with considerable enthusiasm by the North Dakota Press Association at its regular biennial meeting, held in Bismarck, N. D., Feb. 17-18, 1905.

The injustice complained of affects, in a greater or less degree, nearly every printer in the United States, and would seem to be a proper subject for general discussion and concerted action. It will probably occur to you that if the government may properly furnish printed envelopes to customers throughout the entire country, there is no logical reason why it should not furnish a general line of printed stationery.

I will be glad if you will publish the resolution in the forthcoming issue of your excellent journal, and also treat the subject editorially as you may see fit. Yours very truly,

W. C. TAYLOR, Sec'y N. D. P. A.

Resolutions adopted by the North Dakota Press Association at its biennial meeting held at Bismarck, February 18, 1905.

Whereas, The president has directed attention in his annual message to the extravagance with which the government printing office is conducted; and

Whereas, As a marked example of this extravagance we cite the fact that the government is engaged in the business of printing envelopes for private customers all over the United States at a price which barely covers the cost of material used and which leaves no return to the government for the high-priced labor necessary to turn out the work:

Resolved, That this is manifestly unfair to the printers of the United States and that the government has no more right to do this work than it would have to enter into competition with dealers in groceries, dry goods or hardware.

Resolved, That the North Dakota Press Association requests the members from this State in the Senate and the House of Representatives to use their best efforts to have the government printing office discontinue this class of work.

Resolved, That copies of this resolution be sent to His Excellency, President Roosevelt, the senators and representatives from this State and the superintendent of the government printing office.

BUSINESS NOTES

This Department is conducted for the benefit of advertisers, and expresses their claims and views

A BOOKLET entitled "A Master Printers' Monologue," issued by the Challenge Machinery Company, of Grand Haven, Mich., deserves very high praise as a work of art and no less commendation for its uniqueness and pithiness in the way of putting things. It is really refreshing from a literary point of view, and fascinating and direct in its statements. It uses the attractive monologue method of presenting the claims of "The Expansion System of Printer's Blocks" in a way that entertains while enforcing the truths conveyed. Hence, taken all in all, it is first-class advertising. Fine deckle-edge stock is used, the typography is of the highest order and the presswork, done on the Challenge—Gordon Job Press—is without fault, flaw or blemish. It enforces, in its whole makeup and execution the high value of artistic printing accompanied by good writing or happy expression. It is worthy of study as an instructive example.

The Inland Type Foundry, in its insert this month, presents an attractive showing of its popular McClure series. It is a face in every way up to the Inland standard of excellence, and is one of those "all round," general purpose letters which are coming to be so highly prized by the craft.

The spring number of *The Type Founder,* published by Barnhart Bros. & Spindler, Chicago, is devoted to presenting in most attractive form that foundry's Mission series and Caslon Old Roman. The number shows some handsome two color designs.

Chas. Hellmuth, of New York and Chicago, agent for Kast & Ehinger's inks, is sending out some attractive and convincing fac-simile testimonials from users of their extra half-tone black No. 6288.

"We make nothing but cutting machines," is the statement made in a richly printed circular just issued by the Oswego Machine Works, Oswego, N. Y., "and these in sixty sizes and styles, all generally in stock for instant shipment." This company has had thirty-four years of experience in the manufacture of cutters.

"A Money-Making System for the Employing Printer" is the title of a neat little volume just published by Eden B. Stuart, of the Statesman Printing and Publishing Company, Marshall, Michigan. The book goes into the details of every branch of the printing business, outlining a complete system for keeping watch of the cost of every job, giving forms for tickets and all other blanks needed to carry the work from start to finish. The system is worked out for the larger class of printing offices, but has the merit of being easily adaptable to smaller concerns. Mr. Stuart has entered a field not wholly unoccupied, yet where the need of just such systems as this is an urgent one. The best we can wish for the little book is that it may bring many an employing printer out of the darkness of slipshod, unbusiness-like ways into the light of system and its attending benefits.

The subject of electrically welded steel chases has just been worked up into attractive booklet form by Barnhart Bros. & Spindler, Chicago. The book combines into sixteen pages a happy combination of hard facts, interesting description, artistic typography and faultless presswork. It is just the kind of advertising matter that brings large returns to those who send it out.

The new weight plan of selling job faces of type by the pound, recently adopted by Barnhart Brothers & Spindler, is fully and pleasingly set forth and illustrated by the "Red, White and Blue" insert appearing in this issue of the NATIONAL PRINTER-JOURNALIST. It has a flavor of genuine patriotism as well as of a "square deal."

The April number of *Profitable Advertising* (Boston) is more than usually full of matter which will be of interest to the printer and publisher. This magazine has the remarkable charm of bringing something fresh and enlivening to every man who reads it, no matter how well informed he may be—something which he is sure to feel that he could not afford to have missed.

The Post Color Press Co., 192 Dearborn Street, Chicago, is putting upon the market an attachment for platen presses whereby two colors may be printed in one impression from a single form. The sample of work sent out would indicate that the process is a success, and it will surely be welcomed by printers who have large runs of color work.

In another part of this issue there appears a new letter called "Washington Text." This series is made in fourteen sizes from 6 to 96 point inclusive, by the Keystone Type Foundry, of Philadelphia and New York. The appearance of this face as shown on this handsome insert will surely appeal to the artistic tastes of every printer. It has been some time since the foundries have brought out anything new in the way of a text letter, and we predict that Washington will receive hearty acceptance among printers generally.

The features of a type are not all shown in its face, which is on the top of its body, and looks directly upward for its impressions. There is a beard at the bottom and sides of the face, and this is also its neck, and slopes easily to the shoulder upon which it rests. The face has a counter, which is the depression between the lines; and its body-mark or stem is the heavy upright line, or lines. The serifs are the short lines projecting at right angles to the stem as a sort of finish, and are of various forms. They have much to do with the appearance of the face, and change with its style. The hair-line connects or prolongs the stems. The kern, most frequent in italics and scripts, is that portion of the face which projects beyond its body. The pin-mark is the small indentation made by the pin, which assists in dislodging the type from the mold, and usually bears the cypher or name of the founder. The body of a type is that part between the shoulder and the feet; and the feet are made by planing out remains of the broken jet, which was formed in the orifice in the mold through which the molten metal was forced. The nicks are the grooves in the lower part of the body, on its front in American, English and German type, and on its back in French. The handsome Mission face just put out by Barnhart Bros. & Spindler will show you most of these things in an admirable way. This face has the long ascenders; is a pleasing and distinctive character suitable for choice work.

A new plan of billing job type is announced by Barnhart Brothers & Spindler, which is certainly worthy of commendation. The plan is to charge for job type by the pound, so that the customer pays for what he gets. This certainly seems to be a squarer deal than the somewhat hit or miss method of charging by fonts. The types are classified into first, second and third class, designated by red, white and blue labels, and when any number of fonts of a certain class and size are ordered, they will be put on the scales and weighed at one time, and the weight will be charged. In the labels, the Company has worked a little of patriotism into business by adopting the colors of "Old Glory," the finest material thing that this country possesses, because it stands for "liberty, equality and justice."

Speaking of patriotism, it seems to be manifesting itself among type founders east as well as west. It will be noticed by the new "Washington" type face insert shown by the Keystone of Philadelphia that the Keystone Type Foundry is getting out a patriotic series in honor of America's greatest leaders and authors. These faces have a clear, bold, attractive expression that awakens the artistic spirit of every true printer. Sentiment has place in good printing and the type faces that do honor to the greatest of American patriots, and to the writers of the greatest of American classics, whose every poem or book thrilled with American loyalty and spirit, seem naturally glorified and beatified by the sentiments that inspired the heroes and writers in whose honor the types are designed and named.

A handsome little booklet just issued by the Mergenthaler Linotype Company, set entirely in Cheltenham Old Style, gives some interesting bits of history in connection with the designing of that now famous letter. The book will be of interest to any printer so fortunate as to secure a copy, both as a specimen of artistic printing and as revealing some of the many problems which confront the type designer. The body of the matter is in twelve point Cheltenham, set on the linotype, together with showings of six, eight, ten and eleven point set up in the same way. The booklet is printed in red and black, on handsome buff laid paper, deckle edges, with a "Cheltenham" watermark. The cover is an effective design in purple and gold. In a note accompanying the booklet the Mergenthaler Company states that the Cheltenham face was originally designed for, and at the request of that company.

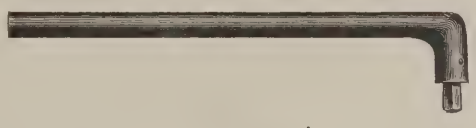
The "Century" types of the American Type Founders Company have won a substantial and leading reputation among printers. The "Century" booklet showing these types in use, is not only a gem as a specimen of fine printing, but is a practical education as well. The "Century Expanded" shown in this issue of the NATIONAL PRINTER-JOURNALIST, in eight sizes, from six to eighteen point, commends itself to any practical or experienced printer for its strength, clearness and beauty—gracefulness of contour and appearance without the use of fine hair lines or hanging letters that are easily injured and that detract from the wearing quality of the type. Long wear and good, reliable serviceableness are two prominent features of the "Century Expanded" that will not be overlooked by the thrifty, intelligent workman.

Easy legibility, without weariness to the eyes, or a strain on the nerves, is the highest consideration for a type face in this age of much reading and of much advertising. The "Century Expanded" almost reads itself, especially is this true of the 12 and 14 point sizes that will be found especially effective in giving the valuable advertising news stories of the merchants, either in the columns of the newspaper or in circulars, leaflets or booklets.

A new, low-priced cylinder press is just being put on the market by the Challenge Machinery Company, Grand Haven, Michigan. It is called the Diamond, and is designed for the publisher whose edition has outgrown the hand press. The Diamond is a low-priced, reliable machine with a regular ink fountain; the cylinder revolves in journals and the bed traveling same as in a high-priced press, and running in steel pinions, thus the impression and the distribution of ink are both first-class. The really unique feature is a movable blanket which is brought on the cylinder only for the impression and is out of the way when the bed makes the return. In the power machine the bed is driven by a crank motion and gives motion to the whole mechanism. It is the simplest practical printing press made, as the non-essentials are all discarded. We understand the orders are rapidly coming in as the country printer at once recognized its value. If you are tired of the hand press side of the business, the Diamond will give a happy relief.

"TRUTH COMETH TO THE LIGHT."

The original "Right-Angle Quoin Key," here illustrated, was created and put on the market by the Wickersham Quoin Company fifteen months ago. It has a square steel-center (movable and reversible), with rounded point, which readily enters the square holes in cams, and is especially adapted to all Wickersham Quoins, Morton Lock-Ups, and Stephens Expansion Locks, which *do not slide* when expanding and locks by *one insertion* and *one turn* of the key. One size of key fits all; thus fewer keys and no delays.



CYLINDER PRESSMAN'S KEY.

Indispensable when Quoins are at back of form, or where height of space is limited. Length 10 inches.

We advise printers, who have not received one, to write to the Wickersham Quoin Company, Fort-Hill Square, Boston, Mass., for a copy of their latest booklet with illustrations and prices of their Modern Locking Devices, which they make in large variety, for all composing and pressroom requirements. These ingenious bits of mechanism, results of long experiment, are of wonderful power and utility—combining every advantage, without the defects found in other implements. The great number now in use, and the rapidly-increasing demand in this and other countries, is convincing testimony of their superior merits.

HISTORY REPEATS ITSELF.

In the first centuries of the printing art the printer designed and cast his own type. The modern printer is invited to do the same with the aid of an Automatic Type Machine, advertised on page — of this issue. The first of these machines that has crossed the Alleghany mountains is now on exhibition at 337 Dearborn street, Chicago, by the United Printing Machinery Co. More than thirty machines are in use in the East, eighteen of them in New York City. The *Herald, Journal, World, Evening Post, Eagle* and *Morning Telegraph* of New York City are making their own display type. The United Printing Machinery Company has been organized to manufacture and sell inventions designed to reduce the cost of producing printing, and its advertisements, which are to appear regularly hereafter in the NATIONAL PRINTER-JOURNALIST, will prove to be profitable reading.

Among the Associations

"In Unity is Strength"

THE Massachusetts Press Association held its regular quarterly business session at the United States Hotel, Boston, on April 10th. The attendance was excellent and a deep interest, in the affairs of the Association, manifested. President Fairbanks presided and the regular routine business was transacted. National Committeeman Chandler reported as to the meeting of the Executive Committee of the National Editorial Association at Indianapolis. President Fairbanks, who also attended this Indianapolis meeting, supplemented the report with further remarks as to the proceedings and the arrangements for the Annual Convention at Guthrie, and then called on Past-Pres. B. B. Herbert, editor of the NATIONAL PRINTER-JOURNALIST, Chicago. Mr. Herbert congratulated the association on the commendable spirit manifested and the large attendance for a merely business session, presenting no particular program. He referred briefly to his recent attendance upon several western State Press Association conventions and the progressive spirit shown thereat. Everywhere a most encouraging progress is shown in the work, papers and discussions of, and interest and attendance at, press associations. Everywhere there is a marked advance in newspaper making, and a wonderful growth and prosperity among newspapers and in newspaper circulation.

He said, that, in addresses before other associations, he had taken occasion, frequently, to refer to meetings and banquets of the Massachusetts and Suburban Press Associations that he had been privileged to enjoy, especially one banquet, where Mrs. Julia Ward Howe, the author of the Battle Hymn of the Republic, was numbered among the guests and a spirit of broad patriotism found eloquent expression.

Such references to attendance on these occasions were always greeted with interest and enthusiasm, showing the deep fraternal feeling that has grown up among the members of the different press associations in far distant states of the Union. He spoke briefly of a recent visit to Guthrie, Okla., and other places in that Territory, of the wonderful improvement and progress made there in fifteen years, especially in the matter of schools and the developing a perfect, complete system of education, not only literary, or of the mind, but industrial, of the whole man. The schools of this new Southwest were beginning at the highest point of modern, all-around education, to which the East had reached. He referred to the enthusiasm manifested at Guthrie, and throughout Oklahoma and Texas over the approaching convention and tour of the editors as delegates to the National Editorial Association from every State of the Union—an enthusiasm second only to that awakened by the visit of the President of the United States. He then outlined, briefly, the National Editorial Association program and itinerary and the local entertainments arranged at Guthrie, at 101 Ranch, throughout Oklahoma cities, at Houston, Dallas, and the ancient historic City of San Antonio in Texas, and then on to Los Angeles, and of the continuance of the editorial trip up the new Pacific Coast Line through Santa Barbara and other points of equal interest, and on to San Francisco, with a probable side trip to the great and wonderful Yosemite Valley, and then on to the Lewis and Clark Exposition at Portland, Oregon, where a warm reception awaited the editors. After seeing the Exposition in this wonderland of the Pacific Coast and enjoying the courtesies extended by her enterprising people, who ever remember with affection those who come bringing tidings from the old homes over the Rockies—from New England, the cherishing mother of western industries, enterprise, learning and advancement; from New York, Pennsylvania, and Ohio, Indiana and Illinois, centers of the Nation's accumulated capital, the builders of railroads, the developers of statesmen and the manufacturers of steel with which to girdle the earth and to supply the shafts and wheels, and all the machinery for tunneling the mines and furnishing shops and factories; from the chivalric Southeast, from all the middle West, and the rich and mighty Mississippi Valley —the editors will return by four different routes enabling all to see unvisited wonders of the great Northwest, of Utah and Colorado.

Mr. Herbert pronounced the program and the itinerary provided for this, the twentieth annual convention of the National Editorial Association, among the completest, most attractive and promising, in instruction and in intelligent pleasure of the many notable ones, in the history of the organization. Following his remarks, arrangements were discussed as to State delegates and a resolution adopted that delegates must report not later than May 10th, as to their intention with regard to attendance so as to give time to notify alternates in time to arrange to take the places of any one unavoidably kept at home.

A resolution was passed to pay the actual money expended by the Member of the Executive Committee meeting at Indianapolis and other business pertaining to local matters of the Association transacted. The Association then adjourned to accept an invitation of the Edison Electric Illuminating and Power Company of Boston for an automobile ride to inspect its new power plants and electrical exposition of the Company. One touring automobile was furnished that carried thirty-eight of the editors, while the remainder of the party were accommodated with smaller automobile carriages. It was the good fortune of the editor of this paper to be one of the occupants of the large carriage which was mounted by means of a step-ladder and from which a splendid view of the city was obtained as the different streets were traversed. The large new power house reached, the party were conducted through the offices and then treated to a sumptuous collation, after the enjoyment of which, the work of inspection of the plant was entered upon. This new light and power station, with an ultimate generating capacity of sixty thousand kilowatts, is in South Boston, just a short distance beyond Port Point Channel, which was crossed on a long and substantial stone bridge, from which a view was obtained of the manner in which railroad yards are made and acres added to the city's area, by the "filling in" process, driving the waters back by newly-made lands. All of rich and aristocratic Back Bay Boston is on made land, the work of a

half a century ago, but the work still goes on and it seems as though nearly one-half of the city, and some of the most valuable properties, are made up of lands wrested from the sea. This electric plant is a wonder in modern electric engineering and manufacturing construction. The site is on a plot of land 810 feet by 1,300 feet, so situated that the coal is carried from boats in Boston harbor, automatically, by an endless concave trough-like, thirty-six-inch belt conveyor, with a maximum capacity of 700 tons of coal per hour. There is no shoveling coal into the furnace, under the mammoth boilers, for it is carried up and dropped into great automatic furnace feeders and descends by gravitation.

In front of and above each row of eight boilers the coal bunker into which the conveyor belt empties has a capacity of 44 tons of coal, good for 1½ days' operation at full capacity. From the bunkers this coal passes to Roney stokers with 110 sq. ft. of grate surface per 500-hp boiler. These stokers are driven by induction motors.

When the coal is consumed there is no shoveling out of ashes.

Down into the basement beneath each boiler projects a brick, concrete and steel ash chamber, which receives the ashes as they fall from the grate above. The bottom of each ash chamber, which is about 8½ ft. above the basement floor, opens by mechanical means so that the ashes may drop by their own weight into either a cart or conveyor underneath.

In general structure the new station is built entirely of concrete, brick, stone, tile and steel from foundation to roof. The main walls of the station, both exterior and interior, are of brick, and the exterior walls, especially on the harbor front, have heavy stone trimmings that give a decidedly ornamental effect. At the harbor end of the turbine room, which juts out a little beyond the boiler room, there is a great arched window whose keystone bears a figure of Mercury, and just above this figure comes the word Edison beneath the letters MCMIII. At either side of this window is a great metal globe.

As to its interior, the new station is divided into the boiler house, the turbine house and the switch house by heavy brick walls that run parallel with the greater dimension of the building. The boiler house thus formed has interior floor dimensions of about 146 by 630 ft. In the steam turbine house the width is about 65 ft. and the length 642 feet. The front or harbor end of the section of the station called the switch house is devoted to offices, and back of these offices the space on each floor available for switching purposes measures approximately 28 by 562 ft.

It would be instructive, if not interesting, to editors and printer readers, to go into details as to the mammoth boilers, turbines, dynamos and all the wonderful appliances and machinery of this great plant, but results, rather than methods, are the concern of the makers of newspapers and the printers of all the wonderful literature of business.

There are four of these electric power plants in Boston and a visit was paid to one other of these, known as the third, or Atlantic Avenue Station, situated on the harbor front at the foot of Pearl, on the very spot where English tea ships were hastily unloaded, free of charge, about one hundred and thirty-two years ago, or in December, 1773. Here, further ideas were obtained as to the completeness and magnitude of the machinery and plants and the wonderful perfection of appliances necessary to serve, with the electric fluid, for all modern uses, a thickly-populated country extending about two hundred and fifty miles North, South and West. A visit to the exhibit of the company, following, gave the editors some idea of the hundreds of uses to which electricity is applied, from driving thousands of trolley cars over everywhere-penetrating trolley lines, to doing the week's washing or welding type chases; from lighting a great city and many lesser cities, to the advertising of wares, with wonderfully-arranged, many-colored, self-changing lights, or the operating of a fan or even rocking a cradle. It used to be said that "The hand that rocks the cradle rules the world," but now, if cradles were any longer rocked, all that would be necessary would be to touch a button, and the electricity would do the rest. But what is electricity? One cannot see, hear, taste or handle the fluid, but only know of it through its effects, its manifestion of power and light. The story is told of a young infidel who boasted, in the presence of an elderly minister. The old divine, after patiently enduring the boastful words of the young atheistic philosopher, finally said: "You only believe in what you can see or test with your senses? You certainly have the shortest belief and the least of knowledge of any one whom I have met. Can you even see, hear, taste or handle pain? Yet I presume that you would not deny that pain exists?" In this day the preacher would have found a more apt illustration in the everywhere-used electric fluid, and yet of which no one knows anything except only of the results it produces.

ILLINOIS PRESS ASSOCIATION.

Office of the Secretary.

JERSEYVILLE, ILL., April 13, 1905.

B. B. Herbert, Chicago, Ill.

FRIEND HERBERT:—The Illinois Press Association is to meet at the Lexington Hotel, Chicago, May 24th, 25th and 26th. The 24th and 25th will be given over to the program, and the 26th will be taken up with visiting the white City, as that beautiful place of amusement and entertainment has extended an invitation to the Illinois Press Association, the Chicago Press Club, the Milwaukee Press Club, and all the papers of Chicago, to take part in the exercises of an informal opening Friday, the 26th, as the opening to the public will take place Saturday, the 27th, so we will only have two days' program. It has been customary for the supply people up there to give us a theatre party. Can you see some of them about this and arrange it so that we can get a theatre party for Thursday night? I think there will be no trouble in finding some good theatre among the many that would be glad to do this for at least a half rate, or less, because many of them are sending out printed matter asking us to run it for them, for which they agree to give us plenty of tickets. If we could arrange to have a theatre party Thursday night, and then a hurrah time all day Friday, I believe it would bring a lot of our people up there. Your friend,

J. M. PAGE.

[The theatre party will be attended to, all right, but as the editor has just returned from New York City the arrangements could not be completed so as to be announced here.]

OUTLINE OF PROGRAM—MAY 24-25-26.

Wednesday, May 24, 1905, 10 a. m.—

Prayer.

Appointment of Committees.

President's Address.....John M. Rapp

Wednesday, 2 p. m.—

Relation of the Editor to the Politician.....
.....A. W. Charles, *Democrat,* Carmi

Auxiliary Associations .....
.....Miss Mary Davidson, *Republican,* Carthage

Home Print vs. Patents..H. F. Downing, *Enquirer,* Virginia

Advertising Rates.....W. L. Fay, *Journal,* Jacksonville

Thursday, May 25th, 10 a. m.—

Annual Address....Morris Emmerson, *News-Herald,* Lincoln

Coöperative Buying .....A. W. Glessner, *Gazette,* Galena

Cost of Plates.....J. N. Onstott, *Democrat,* Petersburg

Cost of Patents.....J. C. Adams, *Vedette,* Peotone

Thursday, 2 p. m.—
Advantages of Auxiliary Papers.....
.....W. G. Dustin, *Star-Herald,* Dwight
Ethics in Politics.....Mark Ruggles, *Sun-Bulletin,* Mendota
Women as Reporters....Miss Bessie Turner, *Telegram,* Cairo
Prices for Display Advertising in Daily.....
.....Andrew A. Lindstrum, *Mail,* Galesburg
Prices for Display Advertising, Weekly.....
.....J. V. Beatty, *Herald,* Nunda
Relation of the Railroads to the Newspapers.....
.....J. R. Van Skivor, *Free Press,* Streator
What I Don't Know About the Newspaper Business....
.....Hon. Owen Scott
Why Should Not a Bachelor Editor Marry.....
.....C. D. Tufts, *Democrat,* Centralia
Memorials. Reports of Committees.
Reports of Officers. Election of Officers.
Friday, May 26th, 10 a. m.—Visit to White City.

BOSTON PRESS ASSOCIATION.

OFFICERS ELECTED FOR THE ENSUING YEAR:

President—W. L. Terhune, *Boot and Shoe Recorder.*
First Vice-President—H. G. Lord, *Textile World Record.*
Second Vice-President—Henry Lewis Johnson, *Printing Art.*
Third Vice-President—E. B. Pillsbury, *Grocers' Magazine.*
Executive Committee—F. F. Cutler, *Shoe and Leather Reporter.*
F. H. Palmer, *Education.*

Special Postal Committee—Chairman, Henry Lewis Johnson, *Printing Art.* Hon. Aaron C. Dowse, *New England Grocer.* Hon. Robert Luce *Press and Printer.* Sec'y Committee, Robert Mitchell Floyd, *Trade Press List.*

The address by Hon. Robert Luce on "The Editorial End of a Trade Newspaper" brought out a most hearty response from all present.

The general discussion following, on trade paper topics, was of a pronounced educational character, everyone taking away some new or beneficial idea.

Monday, April 10 was a cold day, says the Hartford Daily *Courant,* but the paper on "Vote Buying in Connecticut" warmed things up a bit at the spring meeting of the Connecticut Editorial Association, held at the Hotel Hartford, Hartford, Conn. The paper was read by J. A. Bolles of the New Milford *Gazette* at the morning session and brought out a rather sharp reply from George C. Woodruff of the Litchfield *Enquirer,* who didn't think things were as black as they were painted.

Mr. Bolles said that the vote buying at the present day was not confined to the small town, but the evil was greatest there on account of the inequality in representation in the Legislature, which made the expenditure of money more effectual in such localities than in the cities. As a rule, he declared, one in four of the country voters could be induced to sell his vote. This meant that if a very rich man desired to go to the United States Senate he could, by the use of money in the small places, defeat rivals having less of this world's goods. Votes in the country towns were eagerly sought and brought the highest prices.

Mr. Bolles referred to the statement of Rev. Dr. Newman Smyth that $150,000 was spent during the recent contest for the United States Senate and the speaker declared that another man a prominent politician, had put the amount at not less than $500,000. Mr. Bolles in closing gave his remedy for the present situation which was the giving up of the present plan of representation. Country editors had an opportunity and a call to duty in courageously fighting for the change which was sure to come.

Then Mr. Woodruff had his innings, in which he objected to giving the state such a black name. He knew something of the size of the vote for sale from having served on the democratic state central committee. Litchfield county was as bad in this respect as any section of the state, but he didn't think there was as much vote buying as in the Barnum days of twenty years ago. If the country newspapers went into the business of tackling this question they would simply gather in a collection of libel suits.

C. H. Scholey of the Shore Line *Times* of Guilford thought that politics should be kept out of the meetings of the association and H. B. Hale of the East Hartford *Gazette* agreed with him, but President A. S. Barnes of the Bristol *Press* thought that the papers should tell the truth regarding any public matter. He didn't believe they would lose a dollar by doing it, either.

Thomas S. Pratt of Rockville read a paper of interest on "Typesetting Machines, with Especial Reference to the Monotype."

F. H. Wall of the Hartford *Times* and F. E. Norton of the *Courant* were elected to membership. The members had dinner at the hotel after the adjournment of the morning session.

Mr. Scholey presented the report of the special committee on legislation, which had to do with a bill regulating liquor license advertising and the taxing of bill boards.

H. B. Hale of the East Hartford *Gazette* gave a brief talk at the afternoon session on "Newspapers in Jamaica." This talk was accompanied by the passing around of copies of several papers which he had secured on his visit to the island, papers which justified by their appearance his remark that after seeing them the members of the association would have more pride in their own publications. The Jamaica papers certainly were not very high types of the printer's art. Mr. Hale said that in Kingston there were two daily papers that went to press at 8 o'clock at night and were called morning papers. There were also three weeklies there, one having a circulation of 4,000, the largest in the island. This paper, the *Times,* was published Saturday morning and work on it was begun at an early hour the preceding Monday morning. The proprietor and the editor were Englishmen and the telegraph man was a Scotchman, but all of the reporters were colored. The compositors were also colored. The editor received the equivalent of $11.25 a week. Living expenses, in the main, however, were cheaper than in this country. Mr. Hale gave interesting figures relative to advertising rates and answered a number of questions regarding the newspaper business in Jamaica and other matters as to the life in the island.

George C. Woodruff of the Litchfield *Enquirer,* who is the Connecticut member of the executive committee of the National Editorial Association, spoke regarding the program of the coming national convention, which is to be held at Guthrie, Okla. The plan was for the delegates to meet on June 6 at the Terminal Hotel at St. Louis and leave for Guthrie, where they would arrive the next day. Two days, June 7 and 8, would be given to the meetings of the convention. On the next day visits would be made to points of interest in the territory and an invitation had been extended to visit on the following day the Miller ranch, where there was much of interest to be seen. As the day selected was Sunday, some of those present thought that another should be chosen, but it was explained that that was the best day for the people on the ranch to show its points and as they had selected this day the only thing in order was for those to accept it who desired to do so. The next step would be a trip to Texas and it was desired that all go there. After that the party

would separate. Some would go to the coast by way of Los Angeles and a portion of those would continue as far as Portland, Ore.

There was some talk regarding the program for the summer meeting, and it was finally left with the understanding that it would be held at Lake Compounce, where President Barnes of Bristol desired it held. If this plan is carried out Bristol will also receive the attention of those who attend, the president acting as escort in showing them the places of interest in the third-rail town. At the summer meeting it is planned to take up the question of a Hudson River trip, probably to be taken in September, between the summer and fall meetings of the association. This trip was proposed as a substitute for one or the other of these meetings, but the sentiment was against cutting down the number of meetings, especially the giving up of the October meeting which is always an important one. The delegates who are expected to go to the national convention are W. C. Sharpe of the Seymour *Record*. Mr. Hale and President Barnes, the last named being the alternate of Mr. Scholey, who cannot attend.

EMPLOYING PRINTERS' ASSOCIATION OF THE SOUTHWEST.

The following resolutions were passed unanimously by the Employing Printers of the following States and Territories: Missouri, Kansas, Colorado, Texas, Iowa, Arkansas, Oklahoma, Indian Territory, Louisiana, Tennessee, Mississippi and Arizona assembled in convention, Kansas City, April 10, 1905:

Resolved, That we are unalterably opposed to the inauguration of the eight-hour day in our respective offices, and that under no circumstances will we submit to it, and that we will oppose it even to the extent of opening all our offices, believing that an attempt to enforce it will work to the detriment, both of employer and employe and against public interests.

That all demands for the eight-hour day prior to January 1st next or thereafter shall be resisted according to the tenor of this resolution.

Resolved, That any member of this organization who is now conducting a closed shop and who may desire to open the same shall have the moral and financial assistance of this association to accomplish that end, it being understood, however, that nothing in this resolution shall interfere with the honorable discharge of obligations now in force.

Resolved, That the Executive Committee of this organization is instructed, with power, to act to devise ways and means at once for supplying the demands for machine operators and compositors.

Resolved, That we pledge our hearty coöperation to the United Typothetæ of America in combating the demands for the eight-hour day, and solicit their coöperation in the same work undertaken by our association.

Resolved, That a copy of these resolutions be transmitted to the proper officials of the United Typothetæ of America and to the International Typographical Union.

THE ARKANSAS ASSOCIATION.

The Arkansas Association held a winter meeting, strictly for business, Jan. 10th and 11th at Little Rock. Among other proceedings the following resolutions were unanimously adopted.

W. W. Turner offered the following resolution, which was unanimously adopted:

"WHEREAS, Our brother, W. W. Folsom, editor and proprietor of the Hope *Gazette,* is one of the oldest and most highly respected members of this association, having filled the position of president of the same with credit to himself and satisfaction to the organization; and

"WHEREAS, The National Editorial Association, at its last meeting, held in St. Louis in May last, elected Bro. Folsom to the position of first vice-president of that body, thus placing him in line for president of the national association; therefore, be it

Resolved, By the Arkansas Press Association, in convention assembled, That our thanks are due and hereby tendered to the National Editorial Association for the honor conferred upon our Bro. Folsom, upon our association and our state, by his election as first vice-president of that body; and be it further

Resolved, That we regard Bro. Folsom as eminently fit and worthy to be president of the national association, and so believing, we present his name to that body for election at the next annual meeting, and hereby pledge him our earnest and undivided support."

THE ANNUAL N. E. A. POEM.

From the *Pineapple,* Pabor Lake, Avon Park, Fla.

The editor of the *Pineapple* is expected to prepare and read, as he has done for the last dozen years or so, the Annual Poem for the National Editorial Association, of which he is a life member and has the honor of being poet-laureate. He has chosen for the title of the one to be read this year, "Lisping Leaves, Anniversary Rhymes" in commemoration of the twentieth year of the association. It is a three part production; the first a nature study, the second its application to the "leaves" issued by the press, the third in honor of the founder of the Association, Hon. B. B. Herbert of the NATIONAL PRINTER-JOURNALIST. He has also written a song, "The N. E. A. Banner," to be sung to the tune of the "Star Spangled Banner," on the excursion train enroute to the Lewis & Clark Exposition at Portland.

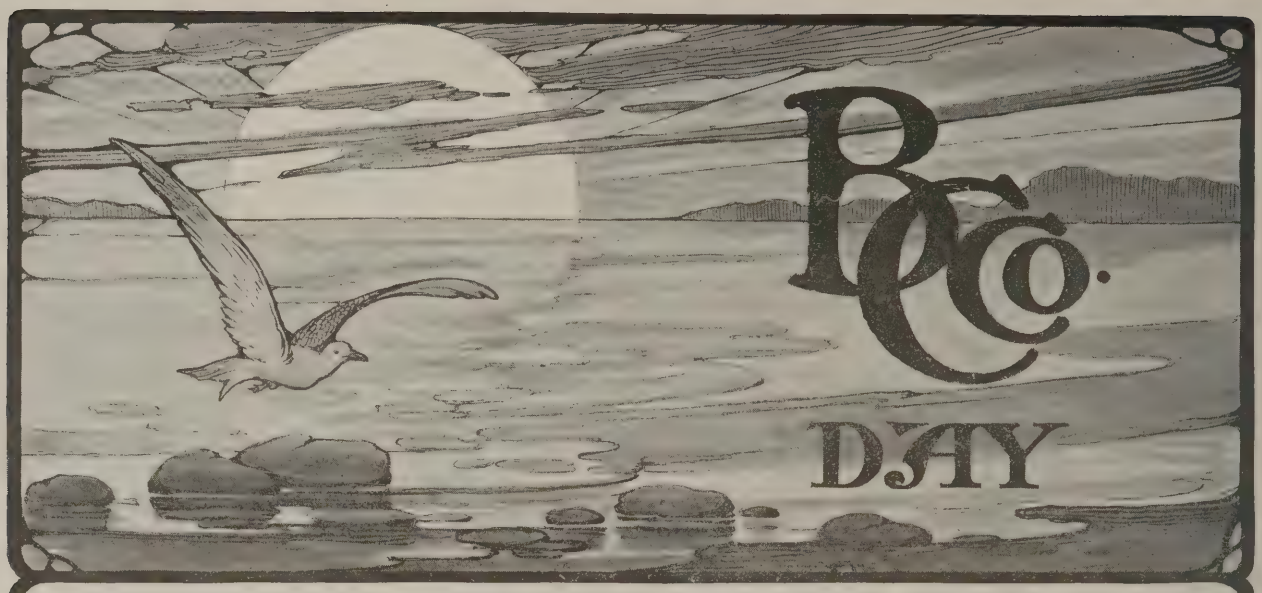
CASH PRIZES OFFERED FOR ESSAYS.

ONE OF $50.00, TWO OF $25.00, FIVE OF $10.00, A NUMBER OF $5.00

The most serious troubles experienced in pressrooms are caused by static electricity. These troubles exist at all seasons, but are most annoying in cold weather. Unless the troubles are acute, the average pressman is apt to dis-believe that his enemy—static electricity—is at fault. Static electricity causes difficulties in register, in delivery, in jogging, and in offset. In rapid rotary presses it causes frequent breaks in the web, deflects the reel of paper, blocks the delivery at the folders and in the receiving boxes. These troubles are less apparent at slower speeds, and pressmen frequently lessen the output to overcome them. Most of the slip-sheeting done is made necessary by static electricity, drawing the sheets together tightly. Slip sheeting is often avoided by carrying less ink than would be necessary if static electricity did not affect the paper, thus deteriorating the quality of the work.

The United Printing Machine Company, contracting agent for the Chapman Electric Neutralizer, offers a prize of $50.00 for the best essay on the "Losses Entailed on the Printer Through Static Electricity," $25.00 each for the second and third best, $10.00 each for the five next best, and $5.00 for each essay that is published. The successful essays must recite specific instances of losses, stating the nature of the troubles, with conditions, makes of presses, and style of work, and careful estimates of the monetary equivalents of losses—in other terms, what is wanted, is a carefully detailed analysis of the direct and indirect losses sustained.

The winners of the prizes will be announced in the July trade papers. All essays must be received before June 1, 1905, and must be addressed to W. H. Chapman, care of United Printing Machinery Co., 132 Nassau St., New York City.



THE night operation of an engraving plant is expensive. It costs more than running the same plant with the same number of men during the day. These points were carefully considered before our night service was inaugurated *but we decided it was the thing to do.* The Barnes-Crosby night service is a success. The time of production is materially shortened. The advantages are fully appreciated, especially by the printing fraternity, whose orders must usually be "rushed." Presses are not "tied up" because engravings do not arrive when promised. If your orders are placed with Barnes-Crosby Company they will be taken care of "right."

OUT-OF-TOWN-BUSINESS

Our out-of-town trade is of such importance that it is handled in an entirely separate department from local business, a feature of great value to our customers. Each order receives its full share of careful attention all through the various processes. Information, suggestions, prices may be had for the asking.

If you use engraving, send for our "B.-C. Co. Budget." If you use stock cuts, send twenty-five cents to our Chicago house for a catalog. Please write on your letter-head.

BARNES-CROSBY COMPANY

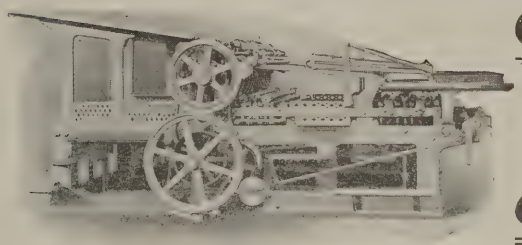
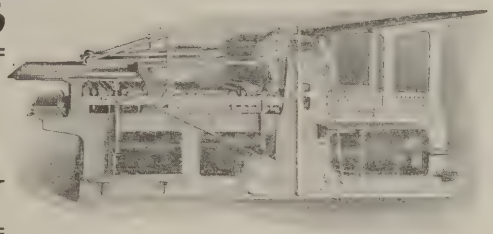
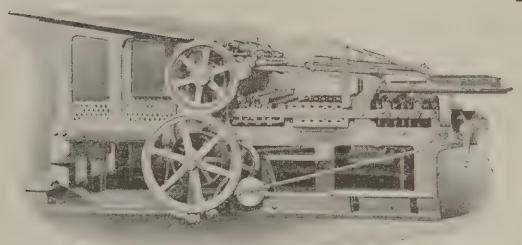
E. W. HOUSER, President

ARTISTS ENGRAVERS COMMERCIAL
ELECTROTYPERS PHOTOGRAPHERS

CHICAGO NEW YORK ST. LOUIS

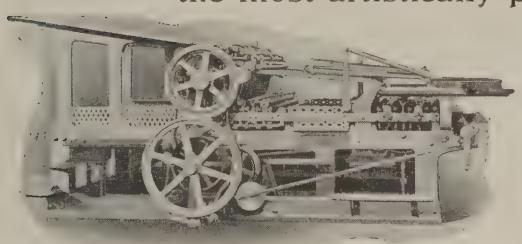
TREND OF THE TIMES

MR. FRANK A. MUNSEY ORDERS 10 CENTURY PRESSES

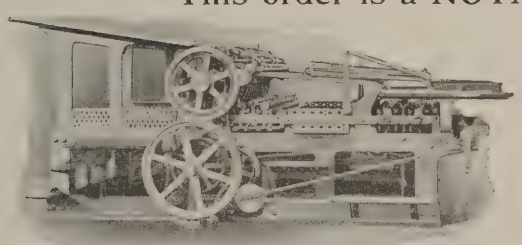
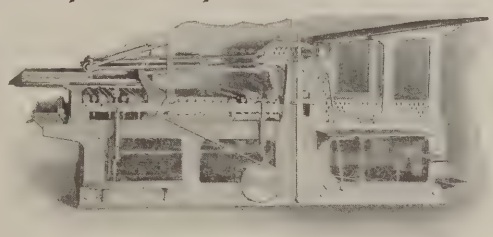
To replace 10 other modern presses but 3 years old.

Mr. Munsey is aiming to so improve the typographical appearance of his magazine as to make it the most artistically printed periodical in the United States.

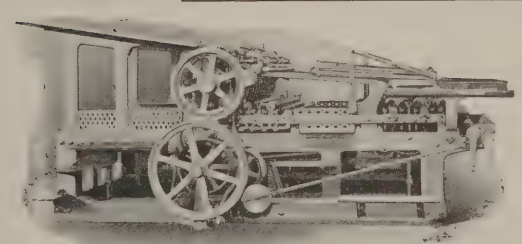


To that end he has selected the CENTURY PRESS as the machine best adapted to the production of superfine black and three color work at high speed.

This order is a NOTABLE one because in open competition with all other two revolution presses QUALITY and EFFICIENCY took precedence over price.

Mr. Munsey asked not How Much? BUT HOW EFFICIENT AND BOUGHT CENTURYS.



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HENRY A. WISE WOOD, President

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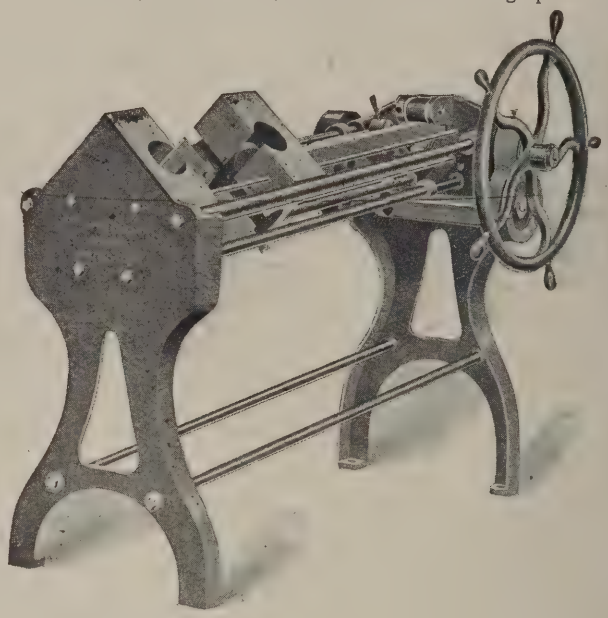

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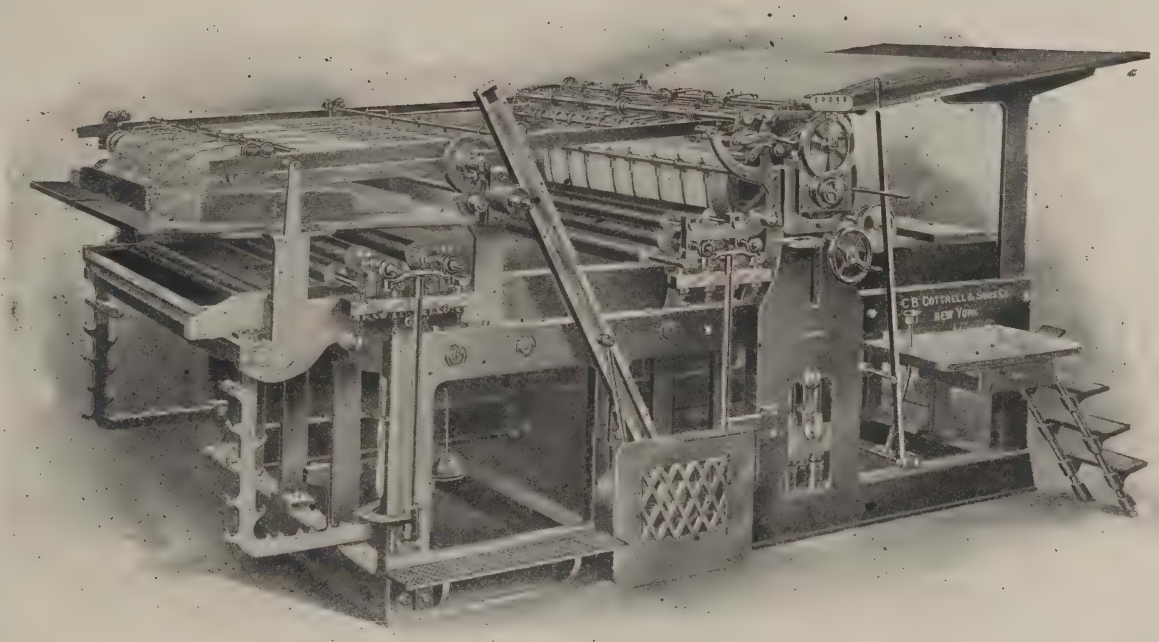

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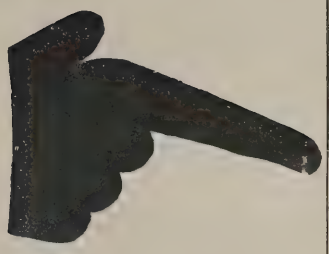

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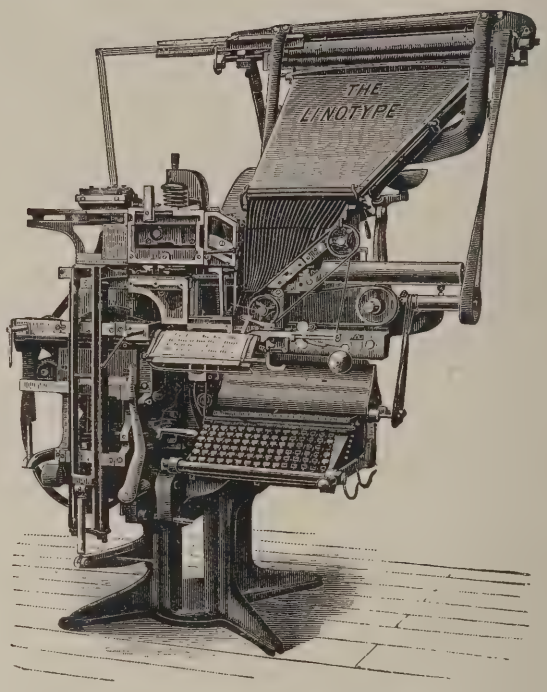

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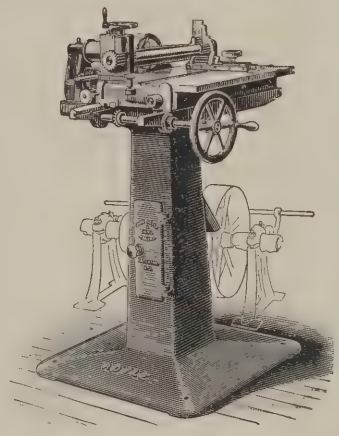

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CHICAGO JUNE 1905 NEW YORK

TWENTIETH ANNUAL CONVENTION NATIONAL EDITORIAL ASSOCIATION

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CHICAGO.

THE NORTH-WESTERN LINE

UNION PACIFIC THE OVERLAND ROUTE

PC61

JUNE CATALOGUES
when made from
SNOW FLAKE ENAMEL
are as welcome as
JUNE ROSES

BUTLER BRANDS
PAPERS
THE BEST

J. W. BUTLER PAPER CO.
CHICAGO

OUR
REMOVAL
TO THE VERY HEART
OF THE BUSINESS WORLD

ONE MORE ADVANCE
IN EXCELLENT SERVICE
TO OUR PATRONS

Write or call at our New Address

DEXTER AND TUTTLE
Advertising Counselors | Commercial Illustrators
CHICAGO

A Letter to Master Printer

Niles, Ohio, May 15th, 1905

Master Printer,

New York City,

Dear Sir:-

One of our salesmen writes us that you are looking for a press "absolutely simple in construction, one which will do all kinds of printing, and does not require plates."

There is such a press, and, although we do not make it, we take pleasure in directing your attention to it. It may be obtained of any supply house. It is commonly known as the Washington hand press. It seems to us to fill your requirements to a nicety. Your requirements are not difficult to supply.

Every advance in output beyond the Washington hand press has involved some loss of simplicity and some limitations in the kind of work that may be done on one machine. Just in proportion as printers are willing to put up with these objections, they have attained speed, economy and eveness of work, until we are now able to offer them machines which give a guaranteed output of 5,000 sheets per hour in one or two colors, finely done. But happy must be the man who; like you, cares not for these things, and who must, therefore be financially independent of his business, and able to conduct it at a loss.

Sincerely yours,

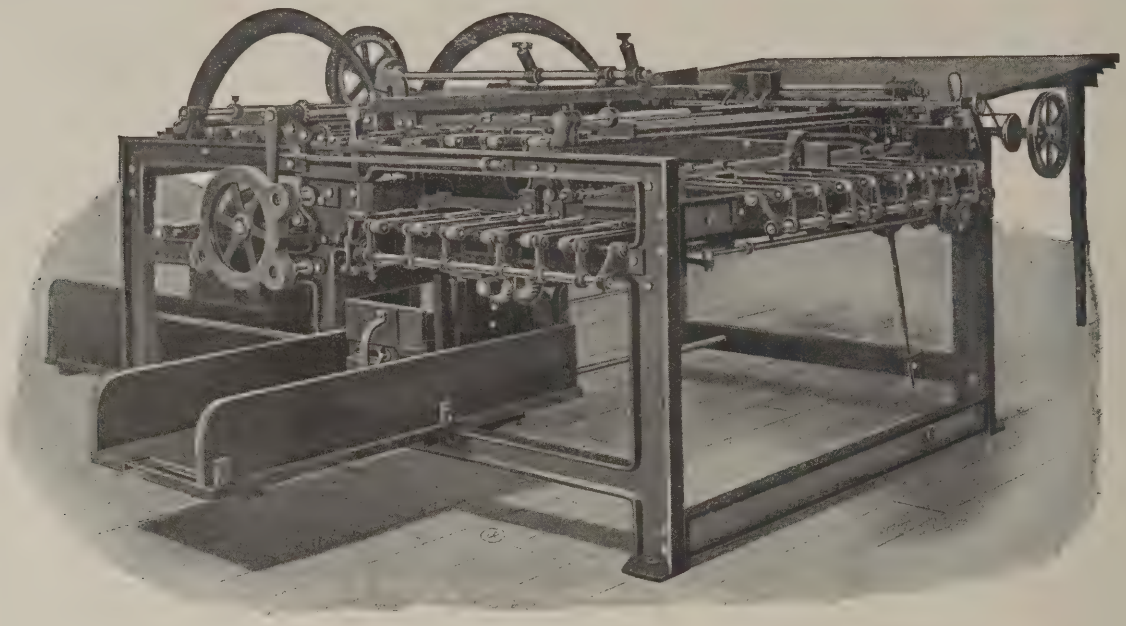
THE HARRIS AUTOMATIC PRESS CO.

NOTE (Not for Master Printer)—Our Chicago Office has been removed to No. 317 Dearborn Street, ground floor, where the craft are invited to gather and see the wheels go round.

THE H. A. P. CO.

When You Buy
Investigate

New Model Jobbing Folder



The above machine will fold not only periodical work but the finest catalogue work. It has Automatic Registers at all folds. Automatic Sheet Retarder and Head Perforators that overcome all "buckling."

Made by BROWN FOLDING MACHINE CO.
ERIE, PENNSYLVANIA

New York Agency: H. L. EGBERT & CO., 21 New Chambers St.
Chicago Agency: CHAMPLIN & SMITH, 121 Plymouth Court

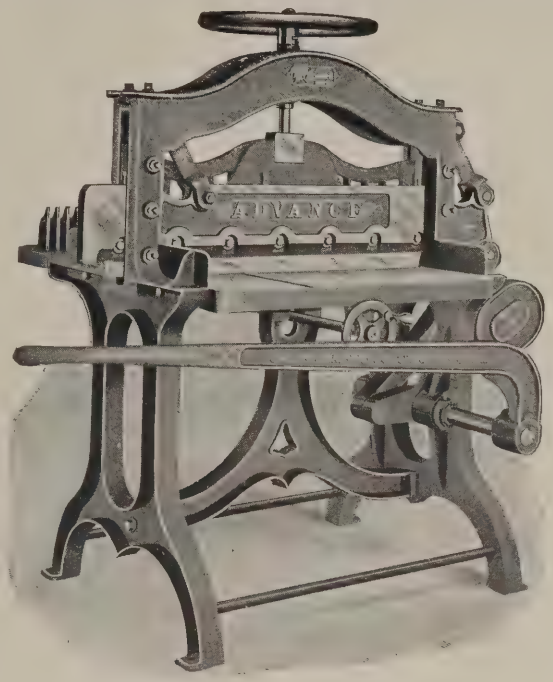
CHAMPLIN & SMITH

WESTERN AGENTS

Keystone Type Foundry
Golding Mfg. Company

¶ We carry a large stock of both the above lines
¶ Also a full line of Printers' Material and Supplies

121 PLYMOUTH COURT, CHICAGO



Everything to Gain

By Getting an

Advance Lever Paper Cutter

Gain money in the price. Gain time in operating. Gain in having to use less energy to work it. Gain customers, for you can satisfy them. Gain your own self respect and thus by this combination gain success. Write to us and let us tell you all about it to-day.

Sold by Dealers Everywhere

Manufactured by The CHALLENGE Machinery Co. Grand Haven, Mich.

Salesroom and Warehouse 127-129 Market St., Chicago

F. A. RINGLER CO.

HIGHEST AWARD RECEIVED AT THE WORLD'S COLUMBIAN EXPOSITION

26 x 28 PARK PLACE TO 21 x 23 BARCLAY ST.

ELECTROTYPERS, AND PHOTO-PROCESS ENGRAVERS. NEW YORK.

TRADE MARK REGISTERED

ULLMANINES ULLMANINES
ULLMANINES ULLMANINES
ULLMANINES ULLMANINES
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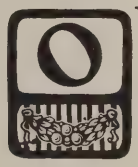
SECOND CHAPTER ON

WOOD TYPE

Cut on End-grain Wisconsin ROCK MAPLE



UR WOOD TYPE is cut on the very best endwood WISCONSIN ROCK MAPLE—the HARDEST and TOUGHEST AMERICAN WOOD THAT GROWS. Don't be deceived by talk of "pasture-grown stock" for Wood Type: that's a term which we originated in connection with our Engraving Wood years ago. A clear yellow is also not essential in Wood Type. Pine is yellow and free from defects, but it isn't hard, and neither is Eastern pasture-grown Maple hard. There is no Maple so hard and tough as Rock Maple grown in Wisconsin. It does not make first-class Engraving Wood, because it is too tough and too hard. Twenty-five years experience enables us to select the best material for each particular article we make. Our Engraving Woods are made now, and always have been made, of Eastern pasture-grown stock because a fine and uniform soft texture is desirable in engraving blocks and hardness and toughness are not desirable. But Wood Type requires both toughness and hardness and these qualities unite in the highest degree in Wisconsin Maple.

We are supplying the world with the finest Wood Type ever made and we guarantee the height to be within .001 of an inch, which we believe no other manufacturer can do. We have just perfected a device which insures this accuracy, and have applied for a patent on this machine. Try any Wood Type and lay it on a flat surface and see if the letters vary the thickness of a thin cardboard. If they do, look for the maker's stamp on the capital A's and see if it is our make; you will find that it is not. Test our Wood Type in this way and see if it is not absolutely perfect. We invite the comparison of our Wood Type with that made by other manufacturers. Our Wood Type and Modern Printing Office Furniture are for sale by every first-class dealer in the world. Send for complete catalogs.

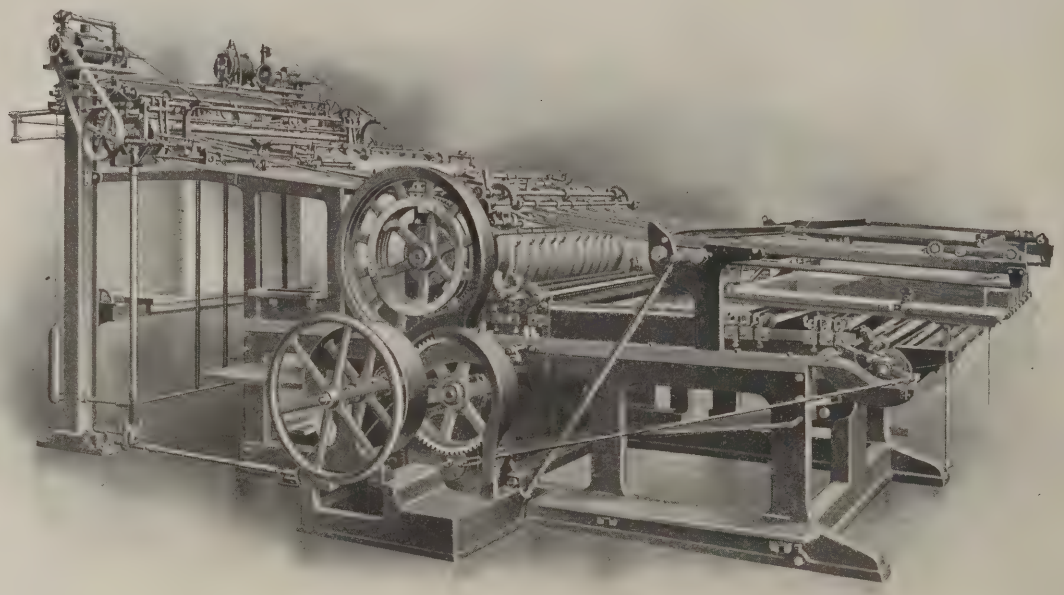
A valuable Printer's Line Guage free to every printer. Ask for it. It is the handiest little tool ever found around a print shop.

The Hamilton Manufacturing Company

Main Works and Office:
TWO RIVERS, WIS.

Eastern Office and Warehouse
RAHWAY, N. J.

Fuller Folders *and* Feeders

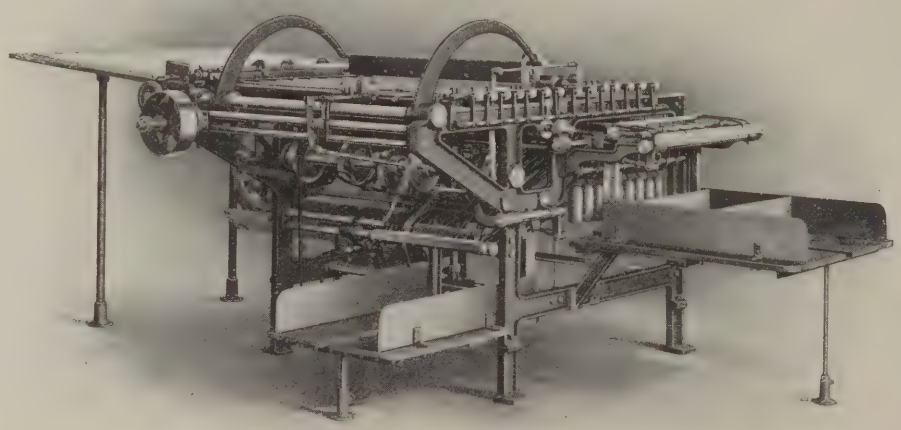


FULLER AUTOMATIC FEEDER FOR PRINTING PRESS

We guarantee an increase in production of ten to twenty-five per cent over hand feeding, absolutely perfect register and a saving in wastage of paper.

We make Automatic Feeders for all kinds of machines designed to handle paper in sheets

THOUSANDS IN SUCCESSFUL OPERATION



FULLER COMBINATION JOBBING FOLDER

Handles sheets from 12 inches by 16 inches to 38 by 50 inches, in any weight of paper without wrinkling or buckling. Folds and delivers 8, 12, 16, 24 and 32 pages, book or periodical imposition. Also long 16s, 24s and 32s, 2 or more "on."

E. C. FULLER COMPANY

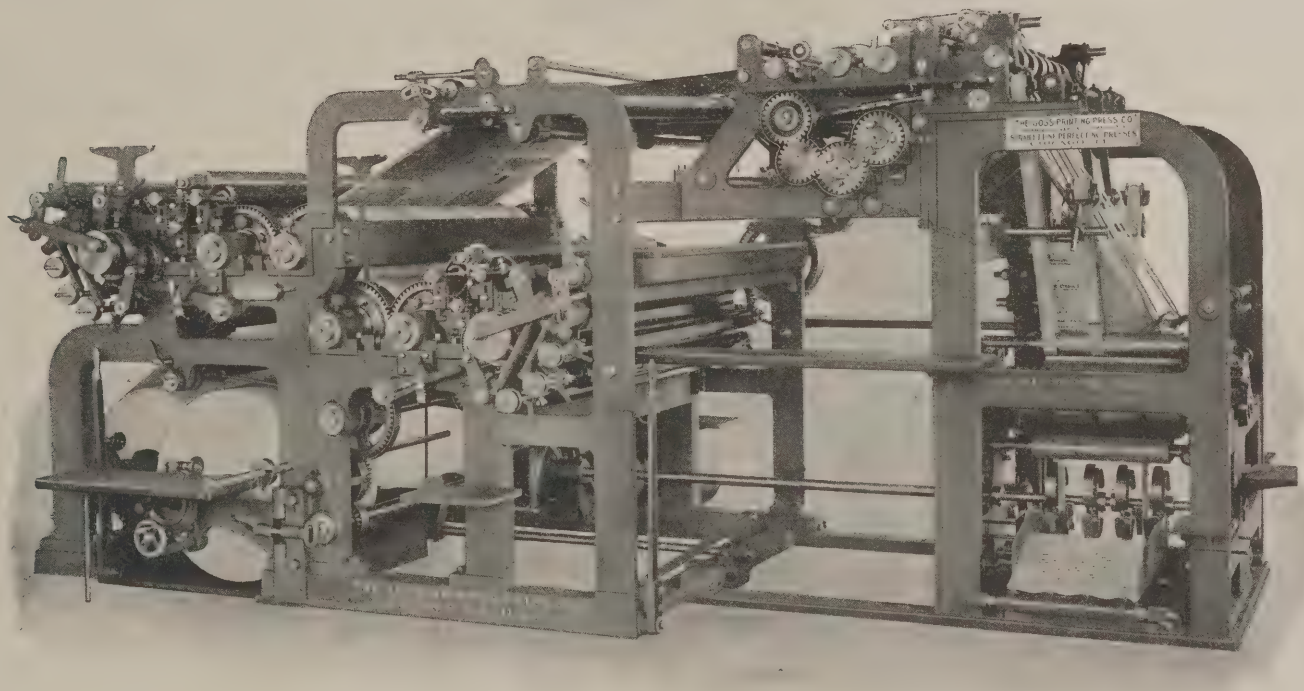
Fisher Building
CHICAGO

28 READE STREET
NEW YORK

FACTORY
BROOKLYN, N. Y.

THE GOSS

THREE-PAGE WIDE, PRINTING AND FOLDING MACHINE



THE "GOSS MONITOR"

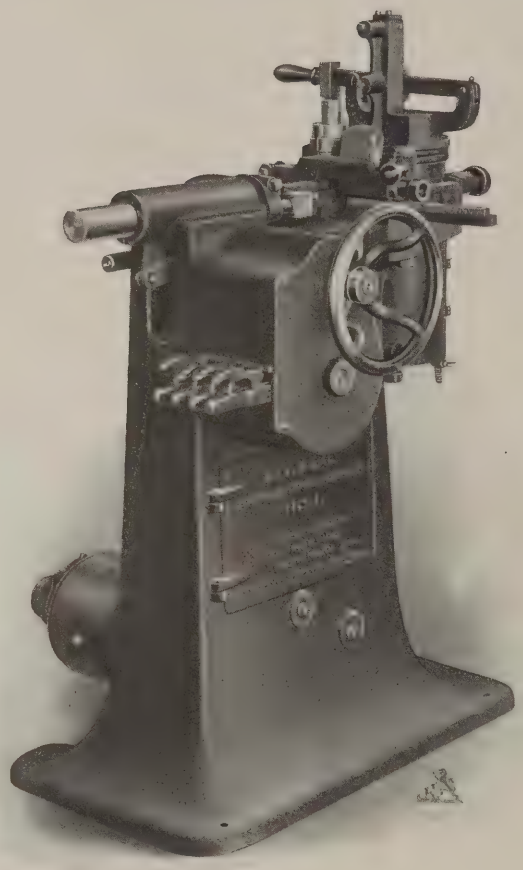
A single press that will print either a 4, 6, 8, 10 or 12 page paper all in one operation, and deliver all products in book form. It is the latest product of the Goss Company in a medium size Web Perfecting Press. You Need One of Them.

FOR PARTICULARS ADDRESS

The GOSS PRINTING PRESS CO.

Sixteenth Street and Ashland Avenue, Chicago

AUTOMATIC TYPE MACHINE



THE time is not far distant when this machine will be universally accepted as a utility equal in value in the composing room with the Linotype and Monotype, completing the emancipation of the printer from the typefounder. The printer who buys type in large quantities is a rarity. The printer who will buy job type, unless he operates on a small scale, will also be a rarity.

AS A CONVENIENCE—¶ To command without delay unlimited supplies of type at a nominal cost. ¶ To reduce cost of job and body type to the same level, and be in a position to cater to the demand of the customer for an unusual type face without expending all the profit in buying type. ¶ To **never** be short of "sorts." ¶ To make "picking" a lost art. ¶ To make every pound of type in a case do its work. (The effectiveness of every font of type you buy of a type founder is 25 per cent. less than its weight.) ¶ To be able to turn every pound of disused, obsolete, or worn out type in your office into live usable faces. ¶ To be able to cast figures, other characters, and spaces and quads to irregular widths to save justification in tabular work. ¶ To pay for just what you use, and not for a lot of characters every font contains that are rarely used. ¶ To save distribution on many special jobs on which unusual quantities of type have been used, which may not be required again within a reasonable time. (Distribution costs easily 20 per cent. of the cost of composition.) ¶ To be able to use type on long runs, saving the cost of electrotyping. ¶ To be able to afford to keep jobs standing without "picking" from them or creating a shortage in your cases, again saving electrotyping and resetting.

These advantages make this machine a profitable investment, even if every pound of type it casts costs the user as much as he now pays the type founder.

AS A DIRECT ECONOMY.—Type of all bodies, from 6 to 36 point inclusive, cast on this machine averages the same cost per pound, **and that cost is from 15 cents to 20 cents per pound,** according to conditions, the major part being for metal, a constant asset. In large fonts the type founders' price for 6 point job type is 85 cents per pound, and for 36 point is 44 cents per pound. This is particularly interesting to the publisher who is about to buy a new dresss or a printer starting a new business, as well as to the printer who buys only $400 worth of type in a year. **Here is a great direct economy, but always the indirect economies are greater.**

THE MACHINE.—The machine makes a complete type at one movement, of sizes from 6 to 36 point inclusive, equal in quality and accuracy in height, body, set, and line to the best product of the type foundries. Any unskilled, intelligent person can make perfect type on it after a few days' instruction. For each change of character only one simple adjustment is required. The space occupied is 30 x 45 inches; the weight, 800 pounds; the power, ¼ horse. The product is from 50 to 60 pounds per nine-hour day, including 80 matrix changes.

MATRICES.—Matrices for 350 sizes and styles of popular and standard type faces are ready, and are added to daily. These are rented by the day, or sold at a price less than one-tenth of the cost of a set of matrices to the type founder. Matrices are kept in stock in New York, and will be kept in stock in Chicago. Special type faces will be cut for users of the machine who furnish the designs, for their exclusive use.

A PERFECTED MACHINE.—These machines have been in use for three years. Not an advertisement was printed until every difficulty had been overcome. We refer to the users of thirty machines sold during this test period. They are satisfied. The display type used by the *Herald*, *Journal*, *World*, *Eagle*, *Evening Post*, *Morning Telegraph*, *Iron Age*, (2) *Dry Goods Economist*, *American Machinist*, *Greenwich Press*, *I. H. Blanchard Co.*, *D. H. Ahrend Co.*, *Philip Hano & Co.*, all of New York; *Williams & Wilkins Company*, *W. J. C. Dulany Co.*, *Herald*, *American*, *Baltimore Automatic Addressing Co.*, all of Baltimore; *Times-Dispatch*, Richmond, Va.; *Mirror*, Altoona, Pa.; *Inquirer*, and *Geo. F. Lasher*, Philadelphia; *Chicago American*, Chicago; *Examiner*, San Francisco; *Examiner*, Los Angeles; *American*, Boston, is almost entirely the product of these machines.

PRICES Two prices have been fixed for this machine: One for use without restriction; the other—a moderate price—for use of the machine and its product in the user's establishment only. In the first instance, the price is based on continuous use—a typefounding proposition. In the second, the price enables the printer to secure the economies and conveniences of the machine by operating it as occasion demands.

OTHER ECONOMIZERS: Dux Feeding Machines, Maley Iron Block, Chapman Electric Neutralizer, American Roller-Washing Machine, Victor Steel Die Embossing Press, Combination Punch and Eyelet Fasteners, Spark's Round Hole, Slot Hole and Crimping Machines, and everything for Stereotyping, Engraving and Electrotyping.

UNITED PRINTING MACHINERY COMPANY

CHICAGO: 337 Dearborn St. **NEW YORK: 132 Nassau St.** **BOSTON: 246 Summer St.**

FOR A

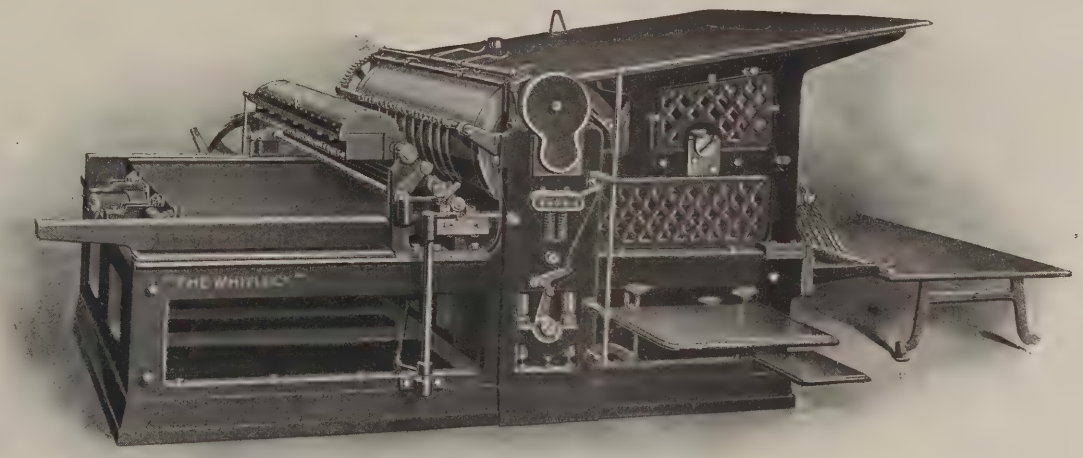
High Speed Newspaper *Press*

The WHITLOCK

The Swiftest, Simplest in Construction, Most Durable Press.

Two-Revolution
PRESS

The Smoothest Running the Dividend-Paying Press.



Best of All Two-Revolution *Presses*

Size of Newspaper Work—Seven-Column Quarto, Bed 39 x 52, Sheet 36 x 50, Type 34 x 48. Whitlock Two-Revolution Presses are also built, both two and four rollers, in various sizes, for all kinds of plain letterpress and art printing in black and colors

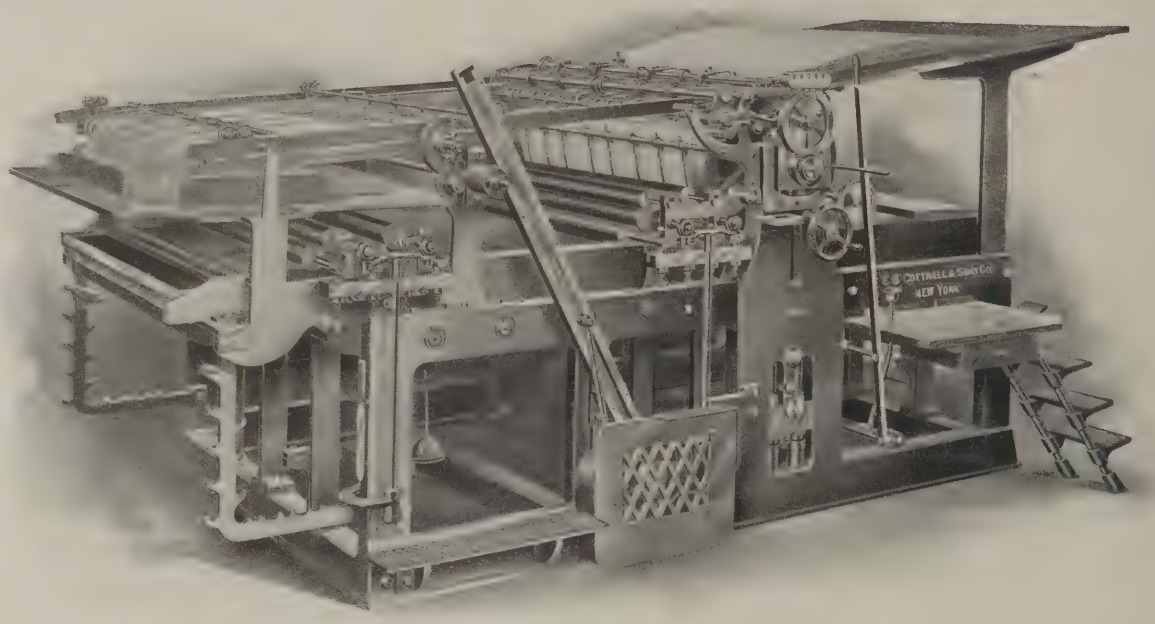
THE WHITLOCK PRINTING PRESS MFG. CO.
OF DERBY, CONN.

Sales Offices: New York, Fuller Bldg., Broadway and 23d Street. Boston, 510 Weld Bldg,, 176 Federal Street

Western Agents: American Type Founders Co., Chicago, St. Louis, Clreveland, Cincinnati, Minneapolis, Kansas City, Denver, Los Angeles and San Francisco

Southern Agents: J. H. Schroeter & Bros., 44 West Mitchell Street, Atlanta, Ga.
European Agents: T. W. & C. B. Sheridan, 46 Farringdon Street, London, Eng.

The "Cottrell" High Speed Two Revolution Press



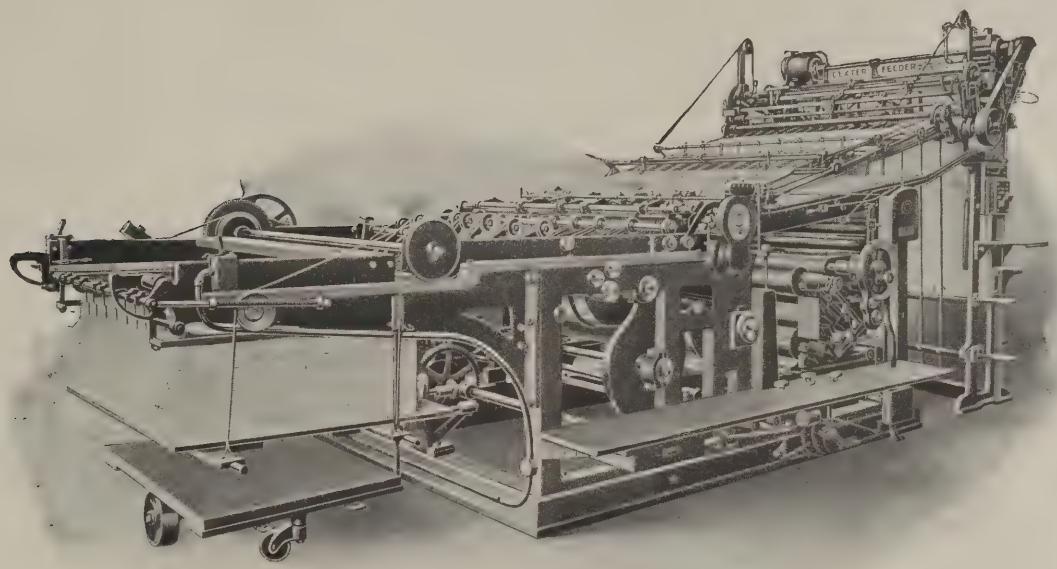
Specially designed For the exacting demands of three color printing where perfect register is absolutely necessary. New features have been added for facilitating the production of the finest work.

¶ The press is furnished with our Patent Convertible Sheet Delivery which can be set to deliver the sheets printed side up, or it can be changed to the regular fly delivery in five minutes time. The convertible delivery is operated by a variable speed crank motion which dispenses with the fly spring, thus saving the power required to compress the spring, at the same time making the motion more simple and convenient.

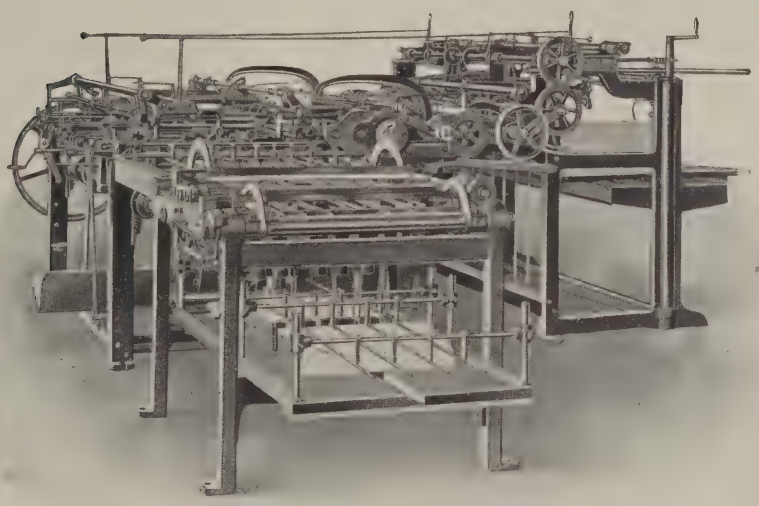
NEW YORK: 41 Park Row
CHICAGO: 279 Dearborn Street

C. B. Cottrell and Sons Company

Dexter Folders and Feeders



The Dexter Automatic Feeding Machine attached to a Sheet Feed Rotary Printing Press.



The Dexter Double System Folder with Parallel Folds, and Dexter Automatic Feeder attached.

Sole Agents:

Great Britain and Europe: T. W. & C. B. Sheridan Co., London, Eng.— *Canada:* J. L. Morrison Co., Toronto. — *Australia:* Alex. Cowan & Sons, Sydney, Melbourne, Adelaide. — *South Africa:* John Dickinson & Co., Cape Town, Johannesburg and Durban. — *Mexico:* Louis L. Lomer, Mexico City. — *Southern Agents:* J. H. Schroeter & Bro., Atlanta, Ga.

DEXTER FOLDER CO.

Main Office and Factory: Pearl River, New York

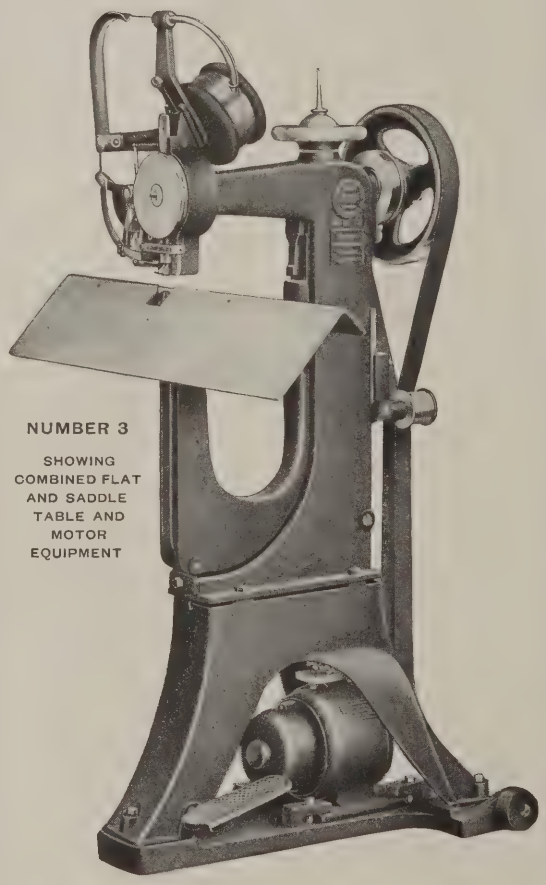
New York	*Chicago*	*Boston*
290 Broadway	315 Dearborn Street	178 Devonshire St.

Write for Catalogues and Full Information

The

Boston

Self-Regulating Wire Stitching Machine



NUMBER 3

SHOWING COMBINED FLAT AND SADDLE TABLE AND MOTOR EQUIPMENT

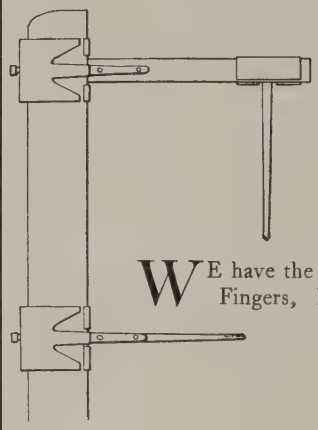
American Type Founders Co.

General Selling Agent

Set in American Type Founders Co.'s Three Interusable Florentine Series, Cast American Line and Cheltenham Border No. 1247

Megill's Patent Steel Fingers

FOR ALL GRIPPERS



These are an improvement over our Brass Fingers.

⅛-inch Side Fingers, each - 60c
⅜-inch Side Fingers with Down Fingers - - - 60c

Down Fingers are not interchangeable with Brass Fingers.

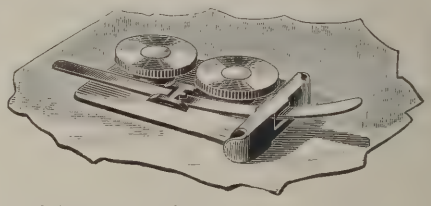
WE have the best of everything in Gripper Fingers, Feed Guides, Gauge Pins, Automatic Gauges, etc., for Platen Printing Presses.

Hold original patents and caution against infringing articles.

MEGILL'S PATENT DOUBLE-GRIP GAUGE

Is taking wondertully, especially where glue or paste has held sway.

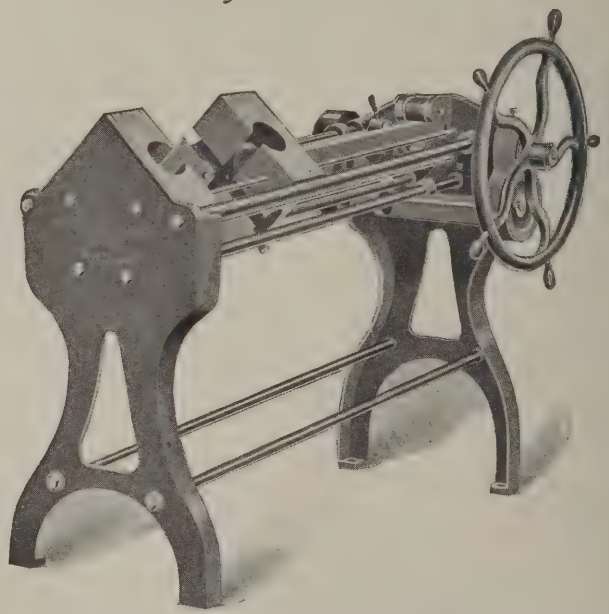
Death Grip. Adjustable.



In stock by all progressive dealers.

E. L. MEGILL, Mfr., 60 Duane St., New York

It Will Pay You



To compare our new back-geared

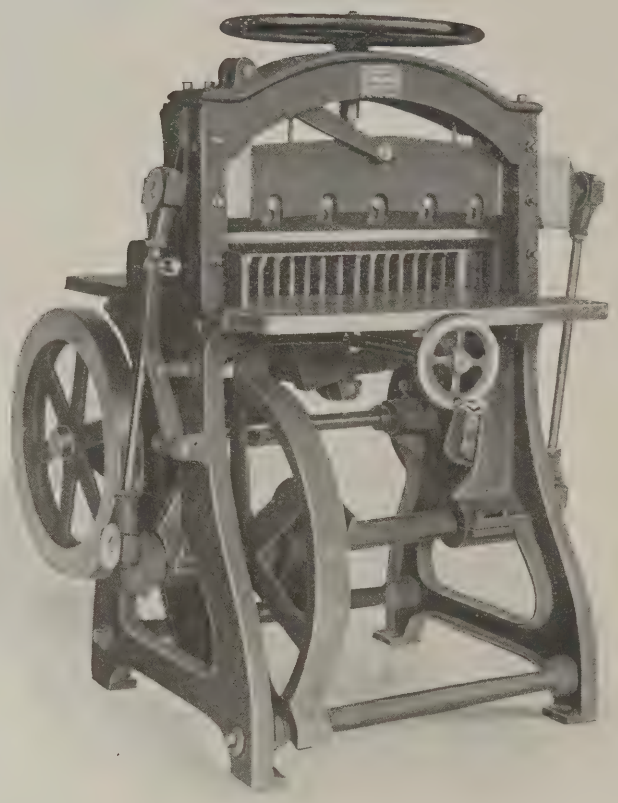
BUNDLING PRESS

with any other make, and, if not found superior in operation, durability, convenience and effectiveness, do not buy it. We send them on trial.

C. F. ANDERSON & CO.

394-396-398 So. Clark Street - - Chicago, Ill.

Sanders makes a specialty of Engravings for Newspapers and Publishers. Write for our New Book of Engravings.



THE BEST PRINTER'S CUTTER BUILT

A power cutter that is strong, accurate and quick and that comes within price-reach of the average printer—that's the

IMPROVED KEYSTONE

30-INCH SCREW CLAMP CUTTER

the highest-grade power cutter sold at a low price. It has finger gauge and clamp, double back gauge and front side gauge and friction clutch, runs without noise, and is *built to last.*

Send for Descriptive Circular.

The Standard Machinery Company

Chas. E. Wheeler, Gen. Mgr. and Treas.

BUILDERS OF IMPROVED SANBORN MACHINERY FOR PRINTERS, LITHOGRAPHERS, BOOK-BINDERS AND BOX-MAKERS.

Main Office and Works, MYSTIC, CONNECTICUT
New York Office, - 88-90 Center Street

Address all Correspondence to Main Office.

The J. L. Morrison Co.

Manufacturers of

"Perfection" Wire Stitching Machines

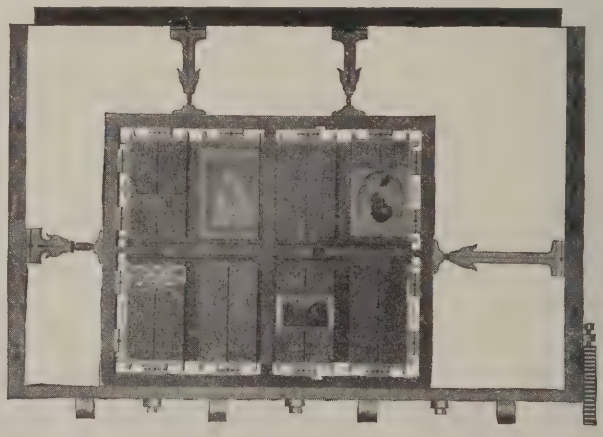
have removed their office to larger premises

143 Worth St., New York

Faultless Locking Devices

AND INGENIOUS BITS OF MECHANISM

Wonderful Power; Hold, like solid connection, against wood, type-metal or iron; Expand without sliding; No skew; No spring; Conform to straight or uneven surfaces; Ensure square lockage and perfect register; Repay cost quickly by time-saving alone; Superior materals, workmanship and finish.



Cut shows EXPANSION LOCKS, against iron, as chase-lock on bed of press. Secure; No blocks; No loss time. 4 Sizes, expand $4\frac{2}{4}$" to $34\frac{3}{4}$".

Also MORTON LOCK-UPS, against type-metal and iron, as side and foot locks in book form. 41 lengths: all book and job measures; all sidesticks.

Send for latest Booklet of Modern Locking Devices, in great variety, including latest WICKERSHAM QUOINS (2,000,000 in use), for all composing and press room uses; also Good Opinions and prices.

Wickersham Quoin Company, Boston, U. S. A.

AGENCIES: America: Leading Type Founderies and Dealers in Printing Materials.
Great Britain: Caslon Letter Foundry, London.
Australia: Alex. Cowan & Sons, Melbourne, Sydney and Adelaide.
South Africa: John Dickinson & Co., Cape Town. Others elsewhere.

The Monotype

THE samples of Monotype work on the two following pages, and the letter from the Geo. W. Gibbons & Sons Co., of Philadelphia, together emphasize very strongly two advantages of the Monotype which are unshared by any other mechanical type-setter.

In the first place it is very clearly demonstrated that the Monotype handles with ease intricate tabular work, such as can be profitably produced by no other machine on the market, and handles it better than can the most skilful of hand compositors.

In the next place it is just as clearly demonstrated that the quality of all Monotype matter is of the very highest, not nearly as good as, but better than, hand composition, and incomparably superior to the work of any other machine.

It is no wonder, then, that the Geo. W. Gibbons & Sons Co. and other Monotype users find it easy to retain their high-class magazine-work contracts.

WOOD & NATHAN COMPANY

Sole Selling Agent

1 MADISON AVENUE :: NEW YORK

Daniel C. Shelly	T. C. Sheehan	Hadwen Swain Mfg. Co.
Chicago Representative	Southern Representative	Representative for Pacific Coast
334 Dearborn St., Chicago Ill.	*311 Church St., Nashville Tenn.*	*San Francisco Cal.*

THROUGH RATES.

Station Number.	TO	FROM	IN CENTS PER 100 POUNDS.												Per Bbl.	IN CENTS PER 100 POUNDS.						
			1	2	3	4	5	6	A	B	C	D	E	H	F	Articles taking Special Iron Rates. (See note.) C. L.	Canned Goods, L. C. L. (See note page i) N. O. S.	Canned Goods, L. C. L. (See note page i) Fish and Shell Fish.	Canned Goods, L. C. L. (See note page i) Fruits and Vegetables.	Soap, Laundry, released.	Sugar, in bbls., hhds., or in cartons or sacks, packed in boxes, or in double sacks.	Syrup and Molasses in wood and in tin cans, boxed, released. CL	Syrup and Molasses in wood and in tin cans, boxed, released. LCL
	★Georgia Railroad. (Continued.)																					
	★LEXINGTON TERMIN'L (Insured.)	Phila. Pro.	125	111	99	82	68	54	46	58	44	42	67	74	84	42⅔	71	71	69	36	46	36	38½
1	★ Lexington ——Ga.	N. Y. Int. / Phila. Int.	133	118	106	88	73	58	50	62	48	46	72	80	92	46⅔	78	78	76	40	—	41	43½
		Balto. Int.	126	112	101	83	69	55	48	59	45	43	69	77	86	45⅔	73	73	71	38	—	39	40½
	★ Union Point & White Plains Division. (Insured.)																					
1½	★ *Junction ——Ga.	Phila. Pro.	141	123	106	90	73	57	48	62	45	43	69	86	87	43	80	80	73	41½	47	38½	38½
2	★ *Caldwells —— "	N. Y. Int. / Phila. Int.	149	130	113	96	78	61	52	66	49	47	74	92	95	47	87	87	80	45½	—	43½	43½
3	★ Siloam —— —— "	Balto. Int.	142	124	108	91	74	58	50	63	46	44	71	89	89	45	82	82	75	43½	—	40½	40½
		Phila. Pro.	145	126	109	92	74	59	50	64	46	44	70	88	90	45	82	82	73	42½	48½	39½	39½
4	★ *Jarrell —— "	N. Y. Int. / Phila. Int.	153	133	116	98	79	63	54	68	50	48	75	94	98	49	90	90	80	46½	—	44½	44½
		Balto. Int.	146	127	111	93	75	60	52	65	47	45	72	91	92	47	84	84	75	44½	—	41½	41½
		Phila. Pro.	146	127	111	94	76	60	51	65	47	45	72	90	91	45	84	84	77	43	49½	40	40
5	★ White Plains —— "	N. Y. Int. / Phila. Int.	154	134	118	100	81	64	55	69	51	49	77	96	99	49	91	91	84	47	—	45	45
		Balto. Int.	147	128	113	95	77	61	53	66	48	46	74	93	93	47	86	86	79	45	—	42	42
	Georgia, Florida & Alabama Railroad. (Insured.)																					
6	*Central Junction Ga.	Phila. Pro.	151	128	114	97	81	66	55	65	46½	43	78	91	91	51	90	90	84	51½	61	—	—
7	*Carters Creek —— "	N. Y. Int. / Phila. Int.	159	135	121	103	86	70	59	69	50½	47	83	97	99	55	97	91	91	55½	—	—	—
8	Carnegie —— "	Balto. Int.	152	129	116	98	82	67	57	66	47½	44	80	94	93	54	97	97	91	53½	—	—	—
		Phila. Pro.	163	140	114	105	89	72	60	70	48	44½	84	100	94	57	88	88	88	57½	69	—	—
9	Moye —— "	N. Y. Int. / Phila. Int.	171	147	121	111	94	76	64	74	52	48½	89	106	102	61	95	95	95	61½	—	—	—
		Balto. Int.	164	141	116	106	96	73	62	71	49	45½	86	103	96	60	95	95	95	59½	—	—	—
		Phila. Pro.	161	138	122	103	87	71	58	68	46½	45	81	98	92	56	87	87	87	57	—	—	—
10	*Turman —— "	N. Y. Int. / Phila. Int.	169	145	129	109	92	75	62	72	50½	49	86	104	100	60	94	94	94	61	—	—	—
		Balto. Int.	162	139	124	104	88	72	60	69	47½	46	83	101	94	59	94	94	94	59	—	—	—
		Phila. Pro.	146	128	114	97	81	62	54	65	45½	44	78	91	90	45⅔	76	76	62	52	§51	—	—
11	*Cowarts Siding — "	N. Y. Int. / Phila. Int.	154	135	121	103	86	66	58	69	49½	48	83	97	98	49⅔	83	83	69	56	—	—	—
		Balto. Int.	147	129	116	98	82	63	56	66	46½	45	80	94	92	48⅔	78	78	64	53	—	—	—
		Phila. Pro.	144	128	114	97	79	62	54	65	45½	44	78	89	90	44⅔	75	75	61	52	§51	—	—
12	Rowena —— "	N. Y. Int. / Phila. Int.	152	135	121	103	84	66	58	69	49½	48	83	95	98	48⅔	82	82	68	56	—	—	—
		Balto. Int.	145	129	116	98	80	63	56	66	46½	45	80	92	92	47⅔	77	77	63	53	—	—	—
		Phila. Pro.	141	125	112	94	77	61	53	65	46½	45	79	86	92	43⅔	72	72	60	55	§50	—	—
13	*Youmans Siding "	N. Y. Int. / Phila. Int.	149	132	119	100	82	65	57	69	50½	49	84	92	100	47⅔	79	79	67	49	—	—	—
		Balto. Int.	142	126	114	95	78	62	55	66	47½	46	81	89	94	46⅔	74	74	62	56	—	—	—
		Phila. Pro.	141	125	112	94	76	61	53	65	46½	45	79	86	92	43⅔	72	72	60	55	§50	—	—
14	Damascus —— "	N. Y. Int. / Phila. Int.	149	132	119	100	81	65	57	69	50½	49	84	92	100	47⅔	79	79	67	59	—	—	—
15	Edison —— "	Balto. Int.	142	126	113	95	77	62	55	66	47½	46	81	89	94	46⅔	74	74	62	56	—	—	—
		Phila. Pro.	138	123	110	92	76	61	53	65	46	45½	78	84	93	43⅔	70	70	59	54	§50	—	—
16	*Warrens Mill — "	N. Y. Int. / Phila. Int.	146	130	117	98	81	65	57	69	51	49½	83	90	101	47⅔	77	77	66	58	—	—	—
		Balto. Int.	139	124	112	93	77	62	55	66	48	46½	80	87	95	46⅔	72	72	61	55	—	—	—
		Phila. Pro.	138	123	110	92	76	61	53	64	47	45½	78	84	93	43⅔	70	70	59	54	§50	—	—
17	*Corea —— "	N. Y. Int. / Phila. Int.	146	130	117	98	81	65	57	68	51	49½	83	90	101	47⅔	77	77	63	58	—	—	—
		Balto. Int.	139	124	112	93	77	62	55	65	48	46½	80	87	95	46⅔	72	72	61	55	—	—	—

Governed by Southern Classification.

*No Agent. Freight must be prepaid.

*Freight must be prepaid to all points on Lexington Terminal and Union Point and White Plains Divisions of Georgia Railroad when routed via Central of Georgia Railway.

§ Sugar, L. C. L., 3 cents per 100 lbs. higher than C. L.

Note.—C. L. minimum to G., F. & A. Ry. stations on Special Iron, 30,000 lbs.

Monotyped by Geo. W. Gibbons & Sons Co., Inc., Philadelphia.

Fig. 262
Differential

Fig. 263
Duplex

Fig. 264
Triplex

DIFFERENTIAL BLOCKS

FOR OCCASIONAL USE.

Capacity in Tons	Price Complete	Hoist in Feet	*Extra Hoist Price per Foot
⅛	$18 00	5	$2 80
¼	18 00	6	2 80
½	21 00	7	2 80
1	28 00	8	3 00
1½	36 00	8½	3 20
2	45 00	9	3 40
3	60 00	9½	4 00

*Each additional foot of hoist requires 4 feet of additional chain.

DUPLEX BLOCKS

SCREW-GEARED. PATENTED. FOR GENERAL USE.

Capacity in Tons	Price Complete	Hoist in Feet	Extra Hoist Price per Foot
½	$25 00	8	$1 25
1	30 00	8	1 30
1½	40 00	8	1 35
2	50 00	9	1 40
3	70 00	10	1 50
3½	80 00	10	1 90
4	95 00	10	1 95
5	125 00	12	2 00
6	150 00	12	2 80
7	175 00	12	3 00
8	200 00	12	3 10
10	250 00	12	3 20

TRIPLEX BLOCKS

SPUR-GEARED. FOR CONSTANT USE AND BEST ECONOMY.

Triplex				Triplex—Type A			
Capacity in Tons	Price Complete	Hoist in Feet	Extra Hoist Price per Foot	Capacity in Tons	Price Complete	Hoist in Feet	Extra Hoist Price per Foot
½	$35 00	8	$0 90	3	$90 00	10	$1 50
1	45 00	8	95	4	110 00	10	1 60
1½	60 00	8	1 00	5	140 00	12	2 15
2	70 00	9	1 05	6	165 00	12	2 15
				8	200 00	12	2 70
				10	240 00	12	3 25
				12	300 00	12	4 30
				16	360 00	12	5 40
				20	425 00	12	6 50

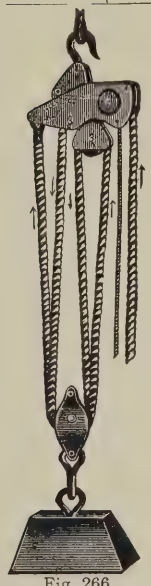


Fig. 266

BOX'S PATENT DOUBLE SCREW HOISTS

PRICE-LIST OF HOISTS.—(Fig. 265)

Weight Lbs.	Lift Feet	To Raise Lbs.	Price	Ex. Lift per Ft., including Each Chain
25	8	500	$22 50	$0 65
35	8	1000	25 00	75
50	8	2000	30 00	95
80	8	3000	40 00	1 10
100	9	4000	60 00	1 25
120	10	6000	75 00	1 50
140	10	8000	95 00	1 85
180	12	10000	122 50	2 25
240	12	12000	150 00	2 85
340	12	16000	225 00	3 35
450	12	20000	300 00	4 25

Up to 50,000 lbs. capacity. All prices above 20,000 lbs. quoted on application.

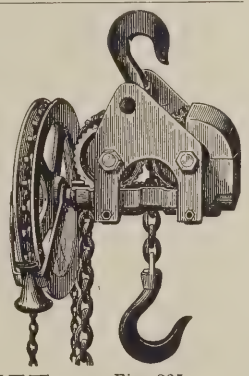


Fig. 265

THE BURR SAFETY LIFT

PRICE-LIST.—(Fig. 266)

No. 2.	For ¼ inch Rope, or No. 7 Sash Cord.	Weight, 22 ozs.	Capacity, 600 lbs. $2 00
No. 3.	For ⅜ inch Rope.	Weight, 4½ lbs.	Capacity, 800 lbs..... 3 00
No. 4.	For ½ inch Rope.	Weight, 6¾ lbs.	Capacity, 1500 lbs..... 5 50
No. 5.	For ⅝ inch Rope.	Weight, 11 lbs.	Capacity, 2000 lbs..... 7 00
No. 6.	For ¾ inch Rope.	Weight, 17 lbs.	Capacity, 2500 lbs..... 8 50
No. 4½.	For ½ inch Rope.	Weight, 10 lbs.	Capacity, 3000 lbs..... 10 00
No. 5½.	For ⅝ inch Rope.	Weight, 20 lbs.	Capacity, 3500 lbs..... 12 00
No. 6½.	For ¾ inch Rope.	Weight, 28 lbs.	Capacity, 5000 lbs..... 14 00

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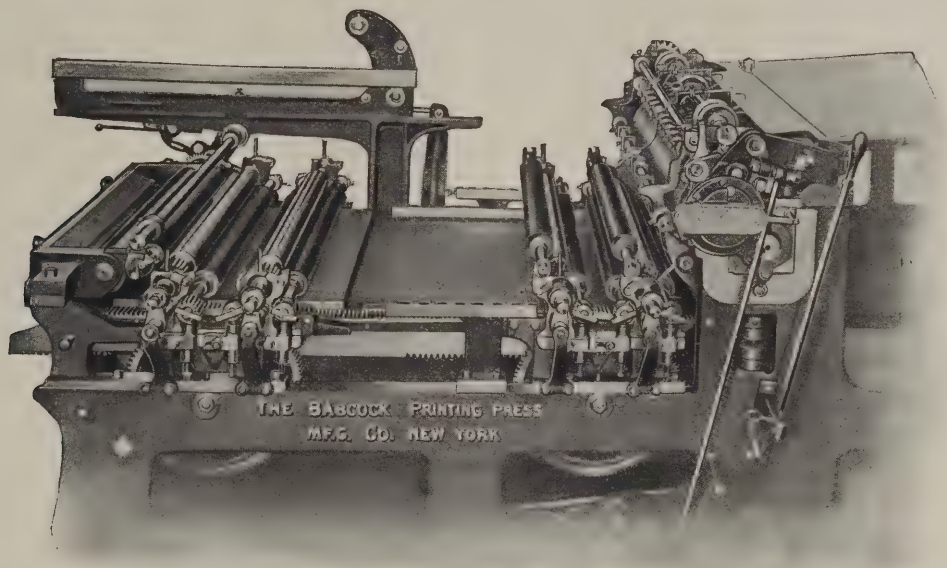

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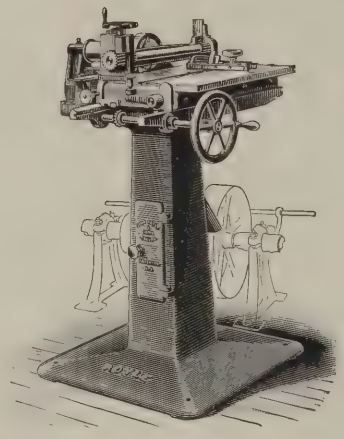

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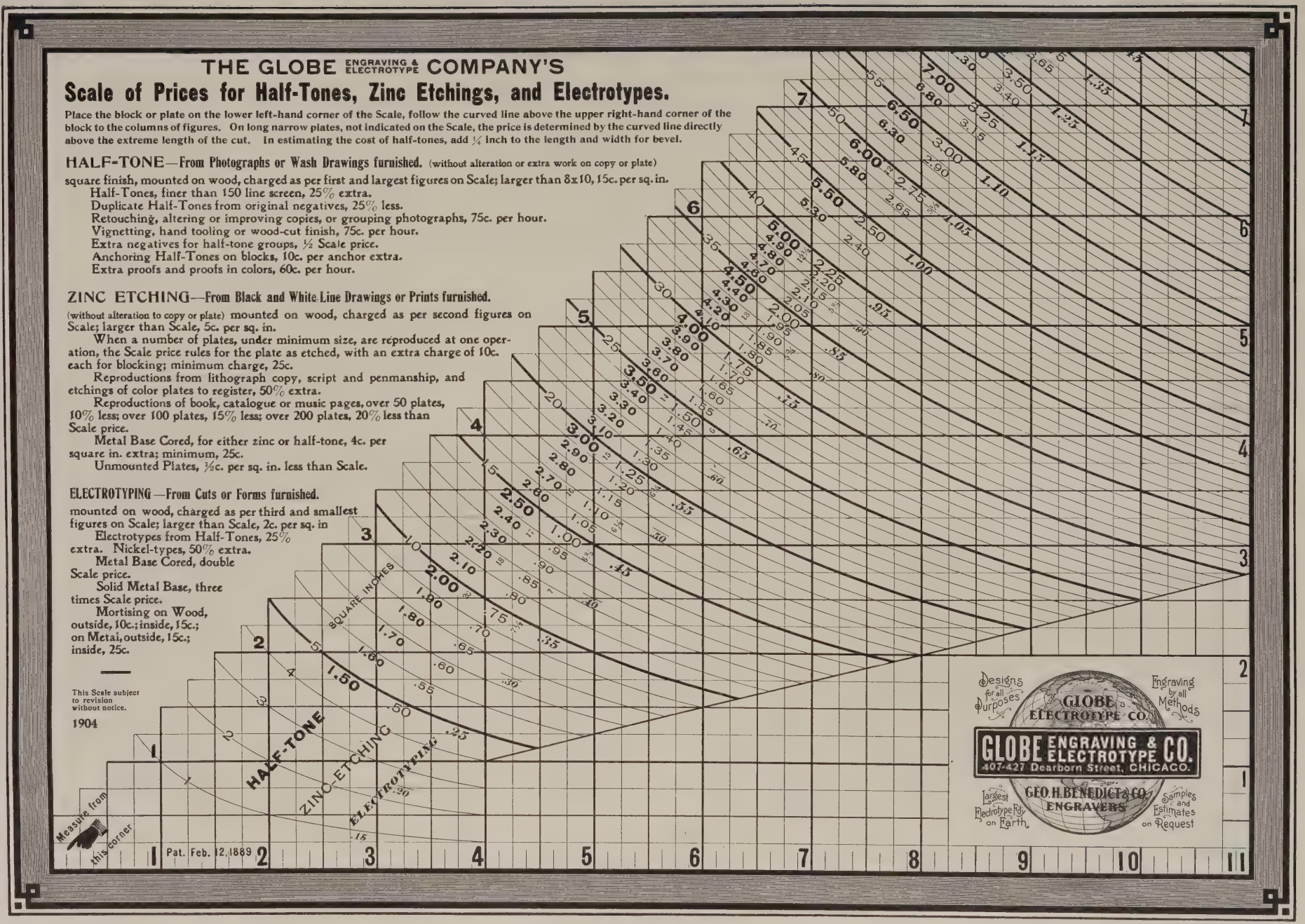
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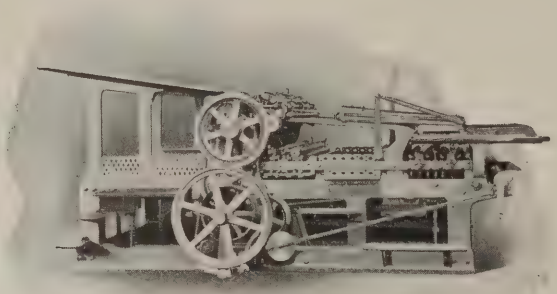

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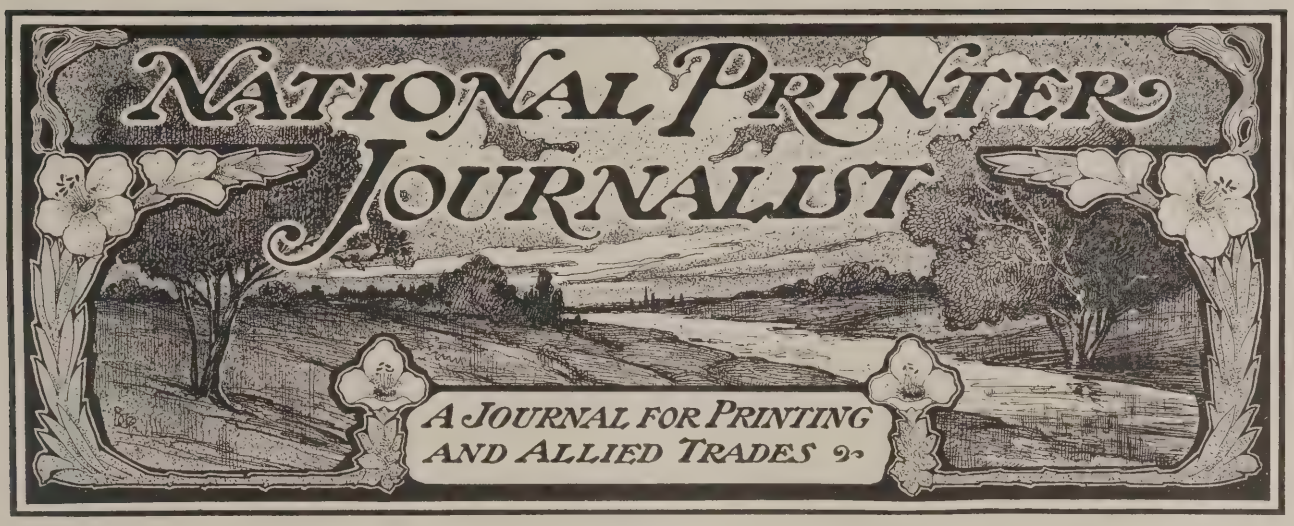


Volume Twenty-two Chicago, June, 1905 Number Six

AN AMERICAN NEWSPAPER'S DIAMOND ANNIVERSARY.

THE ALBANY, N. Y., EVENING JOURNAL, ESTABLISHED BY THURLOW WEED, CELEBRATES THE ROUNDING OUT OF ITS SEVENTY-FIFTH YEAR.

COMPARATIVELY few newspapers in the United States will be able, for many years in the future, to imitate the Albany *Evening Journal* in celebrating the Diamond Anniversary of its founding; still the lessons of this occasion are none the less interesting and important.

Seventy-five years is a long time in the history of a newspaper, although the lifetime of one gentleman, at one time its editor—who was present and took a prominent part and told, in a most fascinating and instructive manner, the paper's history—spanned the whole period.

When we go back to 1830, the year of the founding of the *Journal*, and consider the conditions then as contrasted with those of today, we can scarcely comprehend the wonders that have been worked out in the three quarters of a century. Then there were no railroads worthy of the mention, no telegraphs or telephones, no news bureaus or associations, no cylinder or power printing presses, and there are single newspapers today that have many times more readers than was the combined circulation of all the American newspapers then in existence.

There is scarcely any ground of comparison between the news service and the methods of production and publication existing then and now. Six of the largest cities of the United States now contain a population as great as was then the population of the whole Nation. Chicago was then a very small village. St. Louis had only about six thousand inhabitants. Cincinnati, the then proud Queen City of the West, had less than twenty-five thousand people, and Cleveland only about one thousand. The cities now occupied by the great cities of St. Paul, Minneapolis, Kansas City, San Francisco, and a hundred other great municipalities, now the centers of industry, commerce and learning, the pride and glory of rich commonwealths, were unknown spots in an unbroken wilderness, or else known only as the camping places of a few hardy explorers. General Jackson was the President over this then pioneer Nation, now the greatest in the world, then with twelve million inhabitants, mostly settled east of the Alleghanies, now extending from ocean to ocean and to the isles of the seas. Yet it was at the beginning of the great political upheaval that filled the next thirty-five years with mighty events and made the present conditions possible, and in these events the *Journal* took a leading and most prominent part and exerted a powerful influence. Thurlow Weed, the founder of the paper, was a most discreet and able newspaper man and equally discreet, able and powerful as a practical politician.

The paper is now owned by his grandson, William Barnes, Jr., and the occasion showed that he is a worthy successor to the founder, in the high esteem in which he is held by all connected with the publication.

One of the pleasing incidents was the presenting to him of a handsome loving cup, an illustration of which is given herewith. On its face is a finely-engraved portrait of President Barnes, in a miniature first page of the *Evening Journal* surrounded with the inscription: "Presented to William Barnes, Jr., by the attaches of the *Journal* Company, on the occasion of the seventy-fifth anniversary of the Albany *Evening Journal*, March 22, 1905." On the reverse side are engraved these words: "To our President: May the days of yourself and family be ever filled with pleasure and prosperity."

The cup is of pure Colonial pattern, as shown, and was designed, manufactured and engraved by the International Silver Company, Meriden, Connecticut. There was much, connected with the celebration, banquet and speeches, of broad, general interest and worthy of especial consideration by newspaper makers.

The *Journal* and its founder helped to make and record history in a successful manner and the characteristics of the paper's founder and his methods, as told in incidents related on this occasion form subjects for useful study, and practical examples worthy to be followed in judicious newspaper management.

The menu of the banquet was in the style of a copy of the *Journal* and on the cover were portraits of Thurlow Weed and his grandson, the present owner. The historic and instructive facts were brought out in the addresses made. The first speaker was Mr. Frederick W. Seward, son of the late William H. Seward, Secretary of State under Abraham Lincoln, and one who had been Lincoln's leading rival for the nomination for President at the ever memorable Chicago convention in 1860. President Barnes said in his introduction of Mr. Seward:

"Mr. Seward became the editor of the *Journal* shortly before the Chicago convention of 1860, at which it was earnestly hoped and expected by the people of Albany and by the *Journal* that his father would be nominated for the Presidency. Mr. Seward sat quietly in his office waiting the news from Chicago. The faithful wire reported, after the ballot was taken, that Abraham Lincoln had been nominated for President.

"Not knowing exactly what to say, in his disappointment of the moment, but in that steadfast loyalty to the party which the *Journal* has constantly followed (Applause), he wrote out with a trembling hand: 'For President, Abraham Lincoln' stuck the slip of paper into the little wooden box that used to run up to the composing room, and pulled the string. Old Jacob Winne, the foreman of the composing room, took it out, looked at it, put on his specs, looked at it again, and then blurted out down the tube: 'Mr. Seward, what's this d——— name you've sent up here for President?"

"Gentlemen, I introduce to you Mr. Seward."

MR. SEWARD'S ADDRESS.

Mr. Seward said in part:

"I think I may claim to be a contemporary of the Evening *Journal*. We were both born in the same year, and so are both 75 years old. Newspapers often speak of their 'contemporaries,'—but it rarely happens that two contemporaries remain, as we have, for three-quarters of a century in constant accord.

"Among the earliest recollections of my boyhood is that of Thurlow Weed. He was a frequent visitor at Bement's Hotel on State street, where my father had rooms during the Legislative session, and I often saw their heads together as they sat before the fire in the hotel parlor, conferring over topics that were entirely beyond my comprehension. He was then a tall, dark-haired young man, as vigorous and active as his grandson is now. Young as he and the *Journal* both were he was already an acknowledged power in the State. The word 'boss' had not then been applied to political leaders, but he was already called 'the dictator' and 'the old man.'

"He has told me since that his salary at that time was about $750 a year, and that he supported his family on it. I do not believe there is a 'boss' in the country who can do that now.

"The wildest dreams of my ambition did not then extend so far as to imagine that I should ever get to be an editor and proprietor in the Evening *Journal*. Yet within the next twenty years that also came to pass.

"My first instructions in journalism from Mr. Weed were very simple. He said: 'I will give you two rules, to begin with. First, never write anything without some definite point and purpose. Second, when you have written it, take your pen and go over it, to see how many words and sentences you can strike out and how much you will thereby improve the article.'

"Another thing I speedily learned. In going through college, and studying law, I had been under the impression that, besides some practical ideas, I had also accumulated a good deal of useless information on a variety of subjects. But I soon found that, on a daily paper, every scrap of knowledge, every particle of information on any topic, is sure to be needed, and some day or other to come into play.

"Several other journals originated in the Journal office—among them Horace Greeley's *Jeffersonian* and the *Log Cabin*, which was the predecessor of the *Tribune*. One conference that I was present at is still bearing fruit. It was as to the wisdom or feasibility of starting another morning paper in New York. The field seemed to be already full. Nobody could compete with the *Tribune* in advocating reform and progress. Nobody could rival the *Herald* in gathering news—good, bad and indifferent—from all over the world. Henry J. Raymond insisted that there was a middle ground between the two, and he intended to occupy it. The tall *Times* building at Long Acre Square is a standing monument to his sagacity and success.

"It is forty-four years now since I left the Evening *Journal* to enter upon other duties.

"Our country has now come to be considered the especial home of the press. It has here its highest freedom of speech, its broadest field of action, its widest circle of readers, and its greatest power of reflecting and moulding public opinion. If these United States had never done anything else for the world, they have conferred a priceless boon upon humanity in establishing and maintaining for a century as a fundamental principle of government, the freedom of the press."

Loving Cup Presented to Wm. Barnes, Jr.

SENATOR DEPEW'S TALK.

Senator Depew spoke on "Thurlow Weed as I Knew Him," and gave numerous personal reminiscences of the great editor and leader. Among other things, he said:

"In the winter of 1862 I was a member of the Legislature, with Henry G. Raymond as Speaker. There began early in the session between the Speaker and myself a close friendship. Mr. Weed and Mr. Raymond were very intimate, and through Mr. Raymond I saw a great deal of our leader that winter. His directing mind was behind every measure of importance and the inspiration of every caucus, and yet he never appeared openly as directing, commanding or advising.

"He was not the masterful leader who will brook no opposition and is offended by advice. He invited the leaders of both houses to his residence, and was a most courteous listener to their program and plans. The talking was mostly done by others; but every now and then a suggestion so wise would drop from Mr. Weed that it was accepted as a solution. He did not display the slightest pride in having his view adopted, but won by rather deprecating its acceptance, except after the fullest discussion and mature deliberation.

In fact, he would often advise coming again the next day before it was done.

"The pride of the leaders of the Senate and the Assembly was never injured. On the contrary, it was strengthened. The statesman at the capital in advocating and carrying out the program which gave him fame in his district and possibly in the State, with the promise of future promotion, never gave the slightest credit to Mr. Weed, and in many instances his mind had been so deftly moved that he had not the slightest doubt of the divine inspiration in himself."

THE ADVERTISING END.

By A. Q. Miller, Belleville, Kansas, *Telescope.**

REVENUE of a newspaper office is generally from three sources: Advertising, job printing and subscriptions. In the average well regulated newspaper office the receipts from the advertising end are greater than those from either of the other departments, and in many cases double.

The early newspapers carried no advertising whatever. The first advertisement is said to have appeared in a German newspaper in the 16th century. When advertising was first introduced in New York, before advertising agencies were known, and the power of printer's ink was an uncertain quantity, advertisements appeared in New York papers for a shilling a week, irrespective of length. An advertisement in those days was an advertisement, whether long or short. No legal rate was established then and publishers did not have to go before the board of county commissioners and make a bid to do the county work at a fraction of the legal rate in order to get it away from a socalled "unscrupulous competitor." In late years advertising has been reduced to a science—it has developed until today it is recognized as the motive power that moves the wheels of business of the civilized world. Every modern business firm today figures on its advertising appropriation as an investment, the same as clerk hire, rent and insurance. It has grown to be a necessity and has come to stay. The billion dollars a year that is spent annually for advertising in the United States alone attests this fact, the two million square feet of bill board surface covered in New York city emphasizes the proposition, and the spending of $4,000 for a single page advertisement in an American magazine demonstrates beyond question the permanency and stability of the advertising idea. To the skeptical it is only necessary to refer them to John Wanamaker who spends a thousand dollars a day in the Philadelphia newspapers, or W. L. Douglass, whose newspaper advertising, and that alone, elected him governor of a state in the face of an opposition majority of 80,000. The fact that some of the most conservative and successful business institutions of the country, buy thousands of pages of magazine space in the leading publications at a rate of from $2,000 to $4,000 a page, should have a tendency to knock the wind out of the little two-by-four fellow who settles back in his chair with his feet on the stove, waiting for business, and says: "Oh, I don't have to advertise—everybody knows me."

The advertising of any paper can be materially increased by a systematic campaign in its field. It is largely a matter of education and I might say enthusiasm. Like measles, it is contagious. Every publisher here has seen veritable newspaper graveyards converted into profitable advertising fields —profitable alike to both publisher and advertiser. I have in mind now, in an adjoining county, a town, which a few years ago, from a newspaper standpoint, was a dead one. Today the publisher of either paper can go out almost any week in the year and get the material for a twelve to sixteen page newspaper. It is needless to say these publishers are enthusiasts; they are imbued with their subject; they believe in it. No solicitor can sell to the best advantage goods about which he is skeptical. It is difficult to make a customer believe in a proposition that you do not believe in yourself. This simply means that an advertising solicitor should be more than on speaking terms with his calling; he should know more about the advertising question than his customer; it means that he should be able to advise and inform him in the art; to present the strong selling points of his customer's wares, write his advertising copy, and if need be map out his advertising campaign. Get the confidence of an advertiser—and keep it. Treat him fairly. Honesty is the best policy—I have tried both and know. Be interested in his business, in the success of his advertising. Inquire about results. Point out wherein advertising did the work. Handle his copy carefully, see that the foreman gives the position contracted for and that the advertising is well displayed. The typographical impression the advertisement makes on the advertiser is one of the strong points in holding him. Use the news columns of your paper to point out successful sales of customers made possible by the use of printer's ink. Don't overlook the fact that the interests of publisher and advertiser are inseparably linked—the history of one is the index of the other.

In the main, there is no royal road to success in the securing of advertising. Like anything else, it represents lots of hard work. With many publishers it is not so much a question of idealism as it is a race with the wolf. The conditions of the field must be accepted and met. Methods that will succeed in one field will not necessarily win in another. Find out the strong points of your publication and talk them to advertisers. It is a mighty poor newspaper that does not excel in something. If you have not the largest quantity of circulation in the county possibly you have a better quality of subscribers whose purchasing power is greater. Perhaps your paper has been established longer than your competitor's, or circulates more among the very class of people the advertiser desires to reach. Furthermore, you have your audience and your competitor has his. It is evident that the advertiser cannot talk to your audience through the other paper. Convince him that your readers are the very ones he wants to reach. As an illustration, call his attention to the fact that if he were going to advertise Bibles he would not do it through the columns of the *Police Gazette,* neither would he select the *Christian Herald* as a proper medium through which to advertise sporting goods. Point out that the grocer who sells 20 pounds of granulated sugar for a dollar appeals to a greater per cent of readers than a jeweler who is advertising diamonds. In a word, use all legitimate means to prove that your publication is the particular one that he is looking for and you will land the contract.

When a publisher sells advertising space he sells a certain definite influence upon a certain number of people. The greater number of people reached, and the greater their purchasing power, the more valuable the advertising space, which takes us to the question of rates. This is something that few publishers agree on. The magazines of large circulation get from four to five cents per inch per thousand circulation. The weekly newspaper is conceded to be more valuable than the daily because the life of the publication is longer. The actual cost of advertising in a weekly newspaper of ten to fifteen hundred circulation is 4 to 5 cents per inch, and a conservative estimate as to a proper rate to charge is 10 cents per inch for the first thousand circulation and 5 cents per inch for each additional thousand. If this rate does not fit the individual case of each publisher present an appeal may be taken.

*From paper read before Kansas Press Association.

PRINTING AND LAWS IN BABYLONIA, 2250 B. C.

EARLY METHODS OF PRINTING AND PUBLICATION

By A. L. Hennessey, 1067 Argyle St., Chicago.

A LATE volume issued by the University of Chicago Press, detailing results of recent explorations in Babylonia, throws interesting light on the literature and methods of publication of a civilization considerably more than four thousand years old.

Hamurabi, 2250 B. C., was a conspicuous Assyrian ruler who appears to have sought not only conquest but the internal improvement of his kingdom. He is identified with Amraphel, king of Shinar, who, in the time of Abraham, joined forces with Chedorlaomer and two other kings and defeated an alliance of five kings in the region of the Dead Sea, among their captives being Abraham's relative, Lot.

To attain what he considered righteous government, this potentate promulgated a civil code consisting of two hundred and eighty-two articles. These he claimed to have received from the Sun-God and he had the incident of his meeting that deity recorded by means of an engraving. The circumstance is very similar to that of Moses, seven hundred and fifty years later, receiving the Ten Commandments from the hand of Jehovah, as recorded in the ancient Hebrew chronicles.

Printing, or what served for printing in those days, was one of the old arts whose beginnings were lost in the antiquity of Persia or in a still older civilization, that of the Accadians, an Iranian race, that centuries before, had developed ideographic writing, doubtless from some still older form. From theirs cuneiform writing was an evolution. The latter was syllabic and as an invention must be considered one of the most consequential of those of the people of Mesopotamia. In its time it proved so practical and became so widespread that it left an impress upon the literature and peoples of contiguous nations, including the Hebrews, sufficiently strong to furnish a key to its resuscitation after having been buried in oblivion for above twenty-five hundred years.

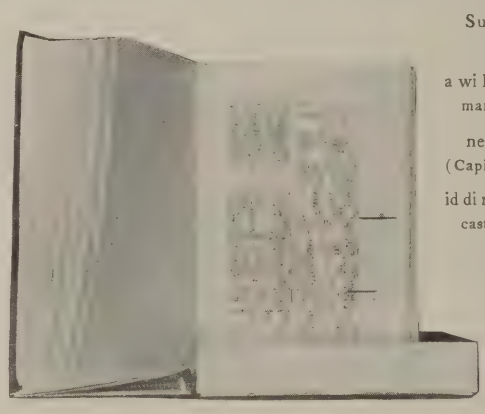
The printing office in that age evidently resembled very closely the workshop of a maker of tombstones of the present time. Hamurabi's code with its prelude and closing remarks, which included some very laudatory suggestions regarding the sovereign and his philanthropies, occupied forty-four columns, eight feet long, upon a block of diorite, a volcanic stone closely resembling granite. The lines read from left to right and were probably cut with an instrument of bronze, that, with the exception of gold and silver, being the only metal mentioned in the document. Fragments of the stone containing portions of the code found elsewhere indicate that the edition consisted of several copies at least, and these were exposed in different cities of the kingdom where they might readily be consulted.

Babylonia had courts and judges but every man seems to have been his own lawyer. The laws related to commercial transactions, property rights, marriage, inheritances, slaves, crime, construction of houses, boats, and irrigation canals, and other every-day matters, all of which indicated that the subjects of Hamurabi were very ordinary people. They might have been a little severe in the matter of punishments, for example, requiring the death penalty for stealing sheep, but then not many generations have passed since similar laws were abolished in some modern countries, Scotland for example.

The people of Mesopotamia at that time had various gods, Anu, Bel and Ea principally, who were not at all jealous, and as idols were not in evidence and no Sunday was recognized, the first, second and fourth commandments were superflous. They got along very well, however, operating on the basis of the unwritten seven. When a man's oath was challenged, he was thrown into a river. The presiding deity of the stream then took immediate action on his case. If he survived, he was innocent of perjury. Similar methods employed in dealing with witches were known to English law not many centuries ago.

Hamurabi's estimate of himself was very high and he desired his fame and laws to last. His ambition seems to have been accomplished. His works span the ages of history. His publications were brought out in permanent form. He secured the best printing material available at the time and no doubt employed the best printers in his dominions, but, like the modern representatives of the craft, they made mistakes. Sometimes the spacing was bad, and at times a wrong syallable was inserted, or the editor stumbled on a declension. Then the proofreader made his marks upon the work. Correcting the proof however was a difficult proposition. To delete a doublet was practical but outs and transpositions made trouble. The errors that still remain work serious confusion in the brain of that modern creation, the Assyriologist. Punctuation had not then been invented to produce stumbling blocks for the reader, and no comma ever switched a law from the line of its intent to wreck it on a technicality.

THE FIRST LAW OF THE CODE OF HAMURABI, FAC SIMILE, TRANSLITERATION, INTERLINEATION AND FREE TRANSLATION.


Sum ma a wi lun
If man
a wi lam u ub bi ir ma
man to accuse
ne ir tam e li su
(Capital) crime upon
id di ma la uk ti in su
cast not establish
mu ub bi ir su
accuser
id da ak
shall be put to deatn

If a man bring an accusation against a man, and charge him with a (capital) crime, but cannot prove it, he, the accuser, shall be put to death.

It may be noted incidentally that while this first law seems cruel and crude in the extreme, yet, reading between the lines, there is clearly discernible the embryo of the Golden Rule, in negative form it is true, but in the negative form only can it be given when attempt is to be made at its enforcement. Developed, this basic principle would read: A man shall have done unto him what he would wish to have done unto another.

WORTH $4.00 A YEAR.

EAST HARTFORD, CONN.

Editor National Printer-Journalist.

1319 *West Ravenswood Park, Chicago, Ill.*

DEAR SIR:—Enclosed find $2 for one year's subscription. It ought to be $4.00. Your valuable publication is the cause of my pushing forward with more spunk and ambition, to follow out suggestions of others. Without the NATIONAL PRINTER-JOURNALIST, the *Gazette* would be a "dead letter."

H. B. HALE, Publisher *Gazette.*

EDITORIAL NOTES AND POINTS

BY BENJAMIN B. HERBERT, CHICAGO, ILL.

EASTER is coming, each year, to be more generally observed throughout the United States. It is a day filled with sweetness and hope, with the glory of nature's annual resurrection, as well as with the Christian's hope, that, in some form, is as old as the earliest recorded time in the history of the human race. Job, in that oldest and sublimest of epics, declared that "though worms destroy this body, yet in my flesh shall I see God."

The springing of the grass from the dead earth, the unfolding of the buds, leaves, blossoms and flowers; the breaking of the butterflies from the coccoons, the unlocking of the streams, all speak of new life and joy. It is not a wonder that a spring festal occasion was observed among the northern peoples from the most primitive days when worship was paid to the Sun God and to the Goddess Oestra, from whose name has been borrowed the appellation for the Christian anniversary.

It is proper that the press should partake of the prevailing spirit of the season and occasion, and enter into the prevailing joys, and help to swell the waves of rejoicing and glad, good feeling among all the people. Special Easter numbers that reach this office show that the newspaper publishers have not been unmindful of their relations to their readers as sharers in all their hopes and sentiments.

The *Republican,* of Bradford, Stark County, Illinois, decorated its Easter number with Easter lilies and showed, on its first page, in a very neatly, lily-bordered halftone, the painting by Alexander Ender, of the "Holy Women at the Tomb," of the Risen Lord and Saviour.

The first and last pages were printed in black and red and a very attractive display of Easter announcements and advertisements showed that the efforts to please and to keep in touch with the prevailing spirit were appreciated. Several additional pages were devoted to Easter stories and appropriate miscellany and poetry. There were articles touching all human life and success. Among the mottoes, in one quoted article, the following were especially appropriate to a newspaper: "Push;" "Take pains;" "Be Up to Date;" "Aspire to greater things."

Arbor Day was celebrated in every school of the great Empire State of New York, on March 5th, and our old friend, Past President A. O. Bunnell, made timely his issue of the Danville *Advertiser,* of March 4th, by publishing the inspiring and instructive "Discourse on Trees," by Henry Ward Beecher; A poem "Planting a Tree," by Lucy Larcom; "The Forest School at Chalattenburg;" "Stories About Trees," and a pleasingly-written account of Brooklyn's Children's Day," written by H. W. Frerrin. We lived in Brooklyn for two years and came to know something about how all-absorbing and how delightful the children's "anniversary day"—held the latter part of May or the early part of June—has become. The page containing these articles was illustrated with pictures of trees and with an illustration, showing the marching children, in Brooklyn, carrying banners.

The point is, to make the newspaper seasonable with joyous examples and lessons that may open to useful improvements, pleasures and employments. The poem of "Planting a Tree," in its beautiful stanzas suggested how editors are planning thoughts and ideas that are to take root, grow, bloom and bear fruit through the oncoming years in thousands of minds and souls. "He who plants a tree, plants a joy: Plants a comfort that will never cloy. Every day a fresh reality." How true is this of one who plants, in the minds of the people, inspiring, practical ideals of better and higher living, doing and being.

The growth of newspaper plants is one of the increasing wonders of this nation and of the age. Printing in all departments, like travel and transportation, seems to more than keep pace with increased facilities. Newspapers that, fifteen years ago, bought their paper one or two bundles at a time or by the ream, now buy by the carloads or, like the Kansas City *Star,* operate a paper mill to supply their own paper.

It is now the *Daily Union,* of Schenectady, New York, that congratulates itself on such an increased business as to have demanded a new press of the most perfect type ever built, with the capacity for printing and folding twenty-four thousand papers an hour, and Schenectady is one of the small cities of the country. There is scarcely a month that we do not have the opportunity of recording the installation of from one to a score of new presses, each with a capacity of from six thousand to eighty or a hundred thousand complete papers an hour, and there is no let up, apparently. The same proportional increase is found in job printing offices as well. Did you ever stop to think how many skilfully-made, nicely, perfectly-finished and carefully-adjusted parts are required for a modern printing press? The *Union* says that there are just 31,783 parts that make up its finished newspaper press. Each of these parts had to be made by pattern and measure, not by any actual fitting, so that all the parts —made, probably by a hundred or more different machinists working separately and without any comparing or any consultation, or any necessity therefor—will each fit in its own place to the nicety of a hair, or the thousandth part of an inch, and perform its task to perfection, without jar or friction, to work perfectly when the power, from the mysterious electric fluid, is turned on. The *Union* not only has a new press but a new building, with all the modern equipments. We have often remarked that, next to an up-to-date equip-

ment, a well-arranged, well-lighted, centrally-located, prominent and attractive building is one of the essentials to complete success in newspaper making and publishing. A live newspaper gives prominence to the building in which it is published, so that, in our large cities, we see constantly erected mammoth modern structures which will accommodate not only the newspaper but hundreds and thousands of men seeking desirable offices, or places of business. The old New York *Tribune* Building, which was considered mammoth and a wonderful monument of the paper and its founder, when first built, has been outgrown and is now to be enlarged by adding eight or ten more stories. We live in an age of light and wonders and the newspaper buildings are becoming the light towers of civilization as well in towering heights as in the lights that stream with a hundred fold more of completeness, and enlightening power from the printing presses.

Economy of time is a very important matter, too often lost sight of, in printing and newspaper offices. Though "time is money" it is sometimes more valuable than the money that can be earned. Its proper use is necessary to meet promises to customers and to retain good will and business, and to avoid the very unsatisfactory and injurious reputation of lying, of making promises, only to break them. A thorough and effective organization is next to economy of time. There must be harmony and helpfulness among all departments of business in which there is so much of detail, and so many possibilities for mistakes, errors, accidents and delays as exist in newspaper making, in publishing or in commercial or job printing. Each must be loyal as well as able or skilled; each must know his work and feel a personal interest and pride in it and an individual responsibility therefor. There are many fall-downs between the composing and pressroom or the pressroom and bindery, because of a lack of mutual coöperation, clear understanding and a mutual good feeling.

We have all been taught from childhood that the "Gospel" means good news or glad tidings, and the word is so defined by Webster. Every newspaper, then, should certainly be a gospel messenger, a bearer of all good news and glad tidings, and what is news but knowledge or information? We are very anxious to impress our beliefs, our views of life, government, of time and of eternity upon others, and to establish our "orthodoxy" our "right opinions"—which are right because our people, our nation, our church, our fathers, and ourselves have held them—upon all other peoples and kindreds, tribes and nations. It would be far better to give the good news, to impart glad tidings and reliable knowledge, and let the "doxies" take care of themselves. Trying to compel other people to believe and other people, tribes and nations to adopt the same views, has occasioned more misery, injustice, violence, scourgings, crucifixions, stripes, martyrdoms, woes and bloodshed, than have all other dire causes combined. It is about time that the world, and all the people in it, learned to be "busy about imparting the good news, the glad tidings, filling the minds of men with helpful, uplifting, life-giving information or knowledge founded on reason, revelation and experience, and leave the results to be worked out through the wonder working power of this same good news or knowledge. It is certain that all people cannot be alike, believe alike, think alike, or live alike, but all can do, in a rational manner, by others as they would be done by, can be honest and true in life, and in the imparting of the good news or knowledge, the desire of all.

We boast of ourselves as enlightened, as being the most advanced in civilization of all races, nations and tribes of the Earth, and it is probably well to believe so, but it would be better to be and to keep so. The fact is, however, that in our self-righteousness, in our zeal to make others instead of ourselves good, we are becoming the most indolatrous nation on the face of the Earth—worshipping wealth, position and power and stopping at neither dishonesty, betrayals, trickery, corruption, oppression, injustice, violence nor at direct or indirect murder or manslaughter, in efforts to attain to our gods of pelf and place. The man who never misses a possible dollar that can be obtained by socalled business methods, fair or unfair, so long as he keeps out of the clutches of the law; the man who gathers and keeps the most of this world's goods, power or honor, stands highest under our new orthodoxy of greed and ambition.

When visiting 101 Ranch in Oklahoma, Mr. Joe Miller told us something of some of the simple ideals and practices of the Indians with whom he has to deal, and 147 of whom are his landlords or the owners of the lands which he rents. One of these ideals is that the one who gives away the most to the others is the greatest and noblest. On certain feast days, those who possess money, goods and property make a practice of distributing all they have to others. Money, horses and other property are given away with pleasure and pride. He related an incident that occurred in his presence. A bright young squaw who had given away two or three hundred dollars, realizing that others had given more and yet fired with the religion and rivalry of giving, arose and said: "It is true that many of you have given more than I, but I want you to know that my heart is just as great for giving as the heart of any one of you. I have given all that I had, except what I have on, and if any one needs and wants my blanket, such an one can have it."

We are very anxious to make the Indians like ourselves, yet they, in their simplicity, are the greatest sufferers from the white man's greed, treachery, dishonesty and poisoned whiskey sold to rob them of their senses, their rights and their property. At another time an Indian, under the permit or law of the Government, had sold a portion of his land and was to receive his money. He insisted that this should be paid to Mr. Miller, whom he owed for provisions and cattle bought, and that after Mr. Miller had paid himself, he could turn over the remainder. Mr. Miller took the money, at the Indian's request, went through the account as shown in his books and, after deducting the amount due, paid over the balance. He noticed that the Indian seemed dissatisfied about something, so Mr. Miller asked what was the matter, if he had not paid him enough. The Indian replied that he had paid him enough and too much and, putting his hand over his heart, said that he felt bad here. He then called Mr. Miller's attention to the fact that on a certain occasion he had sold him a beef that was not down on the book, and for which he had not taken pay. Mr. Miller accepted the pay for the forgotten beef and the Indian went away happy. After listening to these, and other incidents, showing that the Indian found it much more pleasant and more worthy to give than to receive, to scatter abroad to others than to horde for self-pride and glory; that he ever showed unswerving honesty, even when tempted with money that he could legally retain, we wondered whether or not the Indian, in his

simplicity, was not nearer than his pale-faced brother —who uses every possible device and gold-brick, and oppressive, violent, monopolistic method known in modern business, to keep up riches beyond all possible or imaginary needs—to the teaching of One who said: "But, woe unto you who are rich! For ye have received your consolation. Woe unto you that are full! for ye shall hunger.

"Give to every man that asketh of thee and of him that taketh away thy goods ask not again. And as ye would that men should do to you, do ye also to them likewise."

There has been enough told of late of Christian business methods of "Frenzied Finance" to make it unnecessary to repeat here; but as we write, the whole of Chicago, where we now live, is in terror from mob violence, assaults and murders on the public streets, through a sympathetic strike, all over a difference and dispute as to a few cents a day additional wages to less than a score of people now engaged in the trouble. The right of men peaceably to manage their own affairs is disputed, their places of business are picketed, and those who wish to work in places voluntarily abandoned by the strikers, are assaulted, beaten and murdered. Property is destroyed, business is ruined and those who are in no way connected with the quarrel, and even strangers passing through the city, suffer in property, person and life, even more than those between whom the quarrel exists. This is only one manifestation of the "orthodoxy" of greed to which we want to convert the Indians and make them like ourselves. We have lived either in New York or Chicago; part of the time in one city and part of the time in the other, for the past fifteen years; most of the time in the latter city; and have witnessed hundreds of such manifestations. Now the employers on one side and the employes on the other side, among the printers all over the United States, are accumulating funds and making preparations for a general strike and civil war in that trade throughout the whole land. Yet we are very anxious to convert the heathen and make all the world like ourselves.

We remember that the Great Teacher once said, to a group of men professing to be extremely religious, favored of Heaven and better than all other mortals: "Woe unto you, Scribes and Pharisees, hypocrites! for ye compass sea and land to make one proselyte, and when he is made, ye make him two-fold more the child of hell than yourselves." Making people good, by our standards, is sometimes to make them two-fold more the children of hell than they were before.

The point then, for newspaper editors and publishers, is not to indulge too much in exploiting the all-ruling "orthodoxy" of greed, glitter and pretense, but, on the contrary, to give the facts, the truths, the good news, that informs, helps and inspires. None but good, helpful news is fit to print. Leave the creeds and the doctrinaires to the doctors, and throw the physic of everlastingly trying to regulate other people's business and lives to the dogs. Try only to make others wise and happy through knowledge imparted or occurrences and experiences narrated, and through personal rights proclaimed and enforced, and to make yourself good, candid and true. Tell the truth if the heavens fall, and let the doctrinaires, the doctrines and preconceived notions, if endangered or dangerous to the rights or well being and happiness of men, stand from under.

Every editorial and every advertisement should contain something that will cling to the mind as a strong "Poor Man's Plaster" sticks to the back that is to be strengthened.

It used to be said of old time that "the law of supply and demand governs trade," but the monopolistic proverb is "Lessen the supply and increase the price and the profits."

As we have once before suggested, it was probably the advertiser, in part at least, whom Solomon had in mind when he proclaimed the great truth: "There is that scattereth and yet increaseth; and there is that withholdeth more than is meet, but it tendeth to poverty." However, wise liberality is profitable to every department of business. Have good men in your employ, and pay them well. Only good men will stand liberal payment. The slothful, incompetent, disloyal workman will only be rendered the more useless thereby. Very few men can wisely use more than they honestly earn. Be liberal as to up-to-date and the most serviceable machinery, types, equipment and appliances for the purposes required, but be economical in their care and use, and penurious, if that be possible, as to the time the costly machinery is idle. Keeping the wheels moving is the only way to get returns on large investments.

Never be "out of sorts" in your composing room, nor in your business office either. Being "out of sorts" results in a fearful loss of time and energy and causes a nervous wear and strain on all concerned.

Here is an old, often-repeated story of Horace Greeley and the man who stopped his paper, that is going the rounds once more and that is too good not to reprint for new newspaper men, and especially for new subscribers to newspapers, who overvalue their importance and overestimate the right to dictate to the editor:

An acquaintance met Horace Greeley one day, and said: "Mr. Greeley, I've stopped your paper."

"Have you?" said the editor. "Well, that's too bad." And he went his way.

The next morning Mr. Greeley met his subscriber again, and said: "I thought you had stopped the *Tribune*."

"So I did."

"Then there must be some mistake," said Mr. Greeley, "for I just came from the office and the presses were running, the clerks were as busy as ever, the compositors were hard at work, and the business was going on the same as yesterday and the day before."

"Oh," ejaculated the subscriber, "I didn't mean that I had stopped the paper; I stopped only my copy of it, because I didn't like your editorials."

"Pshaw!" retorted Mr. Greeley. "It wasn't worth taking up my time to tell me such a trifle as that. My dear sir, if you expect to control the utterance of the *Tribune* by the purchase of one copy a day, or if you think to find any newspaper or magazine worth reading that will never express convictions at right angles with your own, you are doomed to disappointment."

"The simple life" does not mean idleness. It is a protest against the misdirection of our energies, the devoting to follies, to fashion, to socalled society and hurtful, overworked amusements; to dissipation, intemperance and gluttony, those powers of body, mind and soul that need change, a healthier development, a restful, intelligent recreation, through inspiring fields of thought, study and contemplation.

The recreation of a man comes not through idleness but through bringing into play neglected faculties amidst healthful and cheerful surroundings. The votaries of no other callings stand in more need of this all-around healthful exercise and development than do

the desk men among newspaper workers and the printers confined during the working hours to the case or the composing machine. Editing, writing, business management, bookkeeping, proofreading and typesetting are all employments that tell on the brain and the whole nervous system. It is probably on this account that these workers frequently take to the use of tobacco or liquor, that only stimulate but never repair the wasting tissues, nerves or brains. These stimulants should be avoided and trips in the open air, excursions into the country, or work in gardens, fields or lawns, communion with and the study of nature in her beauties, and all the manifestations of Benevolent Wisdom, should be substituted in place thereof. It would be fortunate if every editor, writer and printer had some healthy, soul-inspiring hobby to take up his thought and send a thrill of new life throughout body, mind and soul during his leisure hours.

Promptness is one of the essential to render business pleasing, to the keeping out of many vexations, worries and fault-findings and to bring any success that is worth while. Yet, despite all the wise proverbs and teachings, along this line, most of us are inclined to put off "to a more convenient season" that never comes, what ought to be done at once. Type that ought to be distributed is left standing until there is room for no more dead matter and until, in order to set up a galley, or a job of printing, the whole office has to be searched over for sorts. The charging up of advertisements, or of the job tickets, is put off until money is wanted, and the work is then hurried through and slighted, and mistakes and losses occur. The preparation of matter is put off until the cry comes for "more copy," and then all that is necessary in looking up data and verifying statements and in composition or writing must be done with a rush, leaving no time for correction or revision. Slovenliness in style, in accuracies as to facts and in quotations and in the use of words results. Correspondence is neglected until it becomes a burden and, often, until desirable news, advertising or business is lost. Of course, there has been great improvement since the introduction of typewriters—and small must be the business or office in which one will not pay a hundred fold—yet there is vast room for improvement. Every letter deserves a prompt, polite and judiciously-worded reply. It is doubtful if any other branch of the business, among newspaper publishers and printers, has been more neglected than that of writing business letters.

There is much talk about originality though there is nothing that is really new or original under the sun. Yet there is individuality and every paper should impress this on every page and in every paragraph. We make new garments from cloth that is furnished, give character to garments, and make them to fit and adorn the persons for whom intended. There are worlds of facts, incidents and thoughts ever at hand. They may not be new but they can be shown in new form, be beautified by new images, glorified by new thought, sentiment, inspiration and new application and be made to bear the impress of the convictions of the heart and intellect of the editors. In this sense there may be a newness, a brightness, new character, thought and beauty shown even in the selections or clippings that are made, but as a rule, every item that goes into a newspaper should be put into a new garment and stamped with the character of the controlling mind of the newspaper. Every fact or thought, worth the while, awakens some new thought or theory or some new application suited especially to the day, the publication and to the readers.

W. S. Cappeller, of the Mansfield, Ohio, *News,* a Past President of the National Editorial Association, was recently elected president of the Mansfield Chamber of Commerce for the third year. Mr. Cappeller also recently made a subscription of $3,000 on behalf of the *News,* to a Mansfield hospital. A broad-minded active, useful editor is not without honor in his own country. The members of the National Editorial Association will not be surprised at Mr. Cappeller's liberality and will be pleased to know that his prosperity is such as to justify such liberality.

Albert Vittum, publisher of the Beverly, Mass., *Times,* having attained to the full development and possession of a newspaper office, plant and facilities for getting out an up-to-date, modern newspaper, wisely invited his patrons and friends and the great public to come and make glad with him. This showed a generous impulse, and generous impulses are nearly always wise.

Thousands accepted the invitation and visited the office and saw with their own eyes, the interesting process of the making of a newspaper, from the time the news was written until it was put through various stages and at last run off on the big presses and distributed to the readers.

Few newspapers in cities twice the size of Beverly, have better offices, plants or facilities for getting out a modern daily newspaper than has the Evening *Times.* The paper is housed in the Savings Bank building, one of the finest business structures in the city. The building itself which is a gem from an architectural point of view is of the English Renaissance type. The exterior is finished in repressed red brick with white marble trimmings and presents a striking appearance. The columned main entrance is finished in white with Mexican mahogany doors, while the floor of the main entrance is made of marble mosaic with a green marble border.

The office is twenty-five by ninety feet, with basement of the same size, giving roomy and well lighted quarters. The front of the office is enclosed with Pollard plate glass windows in which are displayed the news bulletins giving the happenings of interest from all parts of the globe. Above the entrance is an electric sign, "The Times."

The business office is admirably arranged, and presents the appearance of a bank. At the right of the entrance is a long quartered oak counter with a lattice screen of bronze metal behind which are the desks of the business manager, the bookkeepers, stenographers and office assistants. Here are found the filing devices, thoroughly up to date and other appliances for carrying on the business department of the paper.

In the rear of the business office are the private offices of the editors and advertising managers. This main office is separated from the composing room by a glazed screen.

The composing room is perfect in its appointments, with splendid light and every convenience for getting out a newspaper. Here is to be found the battery of linotype machines and here most of the visitors found a subject of absorbing interest. The deft fingered operators were busily engaged on "copy" for the paper and the visitors took home with them a "line of type" bearing their name, a pleasing souvenir of their visit to the Times office.

The composing room with its advertising department, the make-up tables, the cut cabinets and other accessories of a newspaper office were all viewed with much attention.

Directly in the rear of the composing room is the office for the reporters, well lighted, convenient and with every facility for the caring and the writing of copy for the news end of the paper. All the reporters are provided with typewriters and have every other help to hustle.

The library, that indispensable adjunct to a modern newspaper office, is also located in the news room. Here is the electrical department where all the supplies are kept; quarters for the files of the paper from its first issue, quarters for the apparatus used to prepare metal for the linotype; the auxiliary gasoline engine, to be used in emergencies, and a platform for the storage of the big rolls of paper.

NEWSPAPER CRITICISMS

BY O. BYRON COPPER, DE SOTO, WIS.

Address all Communications for this Department to De Soto, Wis.

THE subject of ready-prints or no ready-prints is one in which every modern country newspaper maker is more or less interested. It was not so very many years ago that the "patent inside" was the accepted thing in country newspaperdom; but the rapid change of conditions which even the past decade has seen ushered in, has seemed to some, at least, to call for an equally radical change in the local newspaper. For instance, the vast wildwoods of the middle west, heretofore untenanted save by wolves and wild-cats, have been swept aside by the intrepid march of American enterprise and progress, and in their place now, stretching free and far o'er this immense section are the rich and fertile estates of the American farmer. And abroad over the territories once dotted by lowly log houses and straw-covered stables, magnificent mansions and improved outbuildings have been reared heavenward, marking the comfortable habitations of the present agriculturist and his flocks. And in late years there has sprung up all over this blessed country of ours, an intricate network of telephone lines, so completely connecting these spacious country homes, that no sooner has a rural district event transpired than it is flashed from house to house, the farmer thereby receiving information of local occurrences equally as readily as can the country editor in his sanctum.

This fact might suggest the inevitable passing of the country weekly, or, the practicability of the ready-print even unto this great day; but one thing it surely does indicate beyond a doubt is that the modern country editor, in order to enhance and maintain the success of his publication, under present conditions, must possess the energy and literary talent to write and maintain an interesting, entertaing editorial department. It is surprising how many country publishers are not alive to this fact; and there are many others, who being alive to it, yet labor under the erroneous impression that politics is the only subject which should be aired editorially. The political welfare of our country is always a very important topic, and one to which no true patriot can be totally indifferent; but there are, however, many other matters of life of equal importance and of equal adaptability as an editorial subject.

Modifying the supposition that the ready-print is yet in tune with the public demand, is the fact of the rural free mail delivery system, which has been inaugurated within recent years, and which, with its multifarious routes branching from every city and village, bring into actualization a free daily mail for almost every farmer in the land. This, of course, is a veritable boon to the daily publication, for today nearly every rural inhabitant reads his daily, but it has been known to prove the exact opposite to some local weeklies, whose rural subscribers under the free delivery system were unable to receive their papers so promptly as under the old system of star routes and postoffices.

Nevertheless, the time of the passing of the country weekly newspaper, if that time is ever to come upon us, is not yet here; as is cogently evidenced by the fact that smaller towns are supporting their own weekly papers today than was the case ten years ago, conclusively idicating an increase instead of a decrease in the number of weekly publications. So long as man remains finite will the demand for the local news reduced to cold type continue; and just so long will those men be busy, who make it their business to supply this demand.

But the conclusion of the whole matter must be, the old-time news ready-print is a back number and must, sooner or later, give way to the more popular all-home-print pages, in order to insure a successful continuity of the country newspaper business; but in many instances, where the extreme annual income will not admit of the employment of the working force and machinery requisite for the publication of an exclusive local product, the ready-print is yet an absolute necessity, and will continue so for several years to come. But the wise country editor who is thus compelled by circumstances to retain the use of ready-prints, will see to it that his patent pages are made up of departments relative to agriculture, stock husbandry, gardening, household hints, etc., with perhaps a story and a column or two of strictly state news, since all these are yet of interest to rural readers, despite the fact of their daily mail and telephones.

From Hector, Minn., comes a copy of a tiny amateur journal published by Rex Strom, a lad of about fourteen years, who, we take it, is also editor, compositor and printer of his magazine, which is so often the case in the amateur world. How many of us who have gone on into the professional field had our earlier experiences in amateur journalism? *The Missionary Enterprise* is a monthly publication, leaning toward the Seventh Day Adventist faith. Editor Rex, since his early childhood, we understand, evinced considerable talent and a remarkable liking for literature and the closely allied art of printing; and for a lad of his years he is certainly quite fluent with his pen and neat and painstaking in his type-creations. The little magazine is most legibly impressed upon a good weight white print, enclosed within a folio of red print as a cover. Some handsome faces enter into the display, and strictly artistic styles are maintained throughout, but the little turkey-gobbler ornament employed in a central position on the cover page, could scarcely be appropriate except for the Thanksgiving, and possibly Christmas, numbers.

Some of our readers certainly have not forgotten what we have in past instalments been called upon to say relative to the Fairfax, (Mo.) *Forum*. We have from time to time in the past said pretty things about the *Forum*, because it surely deserved nothing worse, and we could do no more now than reiterate our words of November, 1903. Everything about this publication is gotten up so neatly and so carefully that the whole is praiseworthy. There is, however, a noticeable defect in the impression on this copy at hand—'tis just a trifle weak, brother. We wish to make special mention of the contents of this paper, which are somewhat original in their excellence. There is only one local correspondent's letter that we see; all the rest of the four local pages, besides those of the two-full-page insert, being occupied by headed news fea-

tures, an exceptionally great amount of local news and observations, and the displayed ads of local business institutions. The contents are such, by virtue of their character and literary style, that they present an interesting aspect to any one—even with our limited time we could not resist the temptation to peruse a column or two of the "General News and Observations," and found them interesting although we don't know a single soul within forty miles of Fairfax, Missouri. The *Forum's* ad man is "pure gold," and therefore has not depreciated any in value since we last heard from him, in substantiation of which we are showing one or two of his creations (No. 1-2). In the first example doubtless "the fledgling," which is "just out" was "ordered in," hence we shall have to abide by it; but in any case it should have been dropped another line lower, and we believe it would have been an improvement to have omitted the ornaments and underscoring below the first line in the ad, showing the parallelogram up nearer to this line and transposing the two rules to a position just over the address, where the short dash appears. We note, too, from the misspelled name, "Fletcher" in this ad that our advice has not been followed yet pertaining to the

Spring & Summer Millinery
GRAND OPENING
Thursday, Friday and Saturday,
April 13th, 14th, 15th
Next in importance to the Easter Egg, with the Newly Hatched Chick, comes Mrs. Fletcher's Easter Hats. They are also "chic," and like the escaped fledgling, "Just Out!" Those in search of Beauty should call and try on the New Shapes.
MRS. M. E. FLETCHER
Broadway—First Door North of the Corner Drug Store, Fairfax, Mo.

No. 1.

proofing of these ads. In the second specimen we would rather have seen "1st" and "2nd" spelled out.

The *Enterprise,* published by Frank I. Sage and O. W. Little at Alma, Kansas, wisely makes a specialty of "correspondence," publishing each week news-letters from nineteen or twenty localities within their field. In the issue of March 3, last, twenty-two different communities were represented. These letters are made up in the six columns constituting the paper's initial page, beneath a rather unsightly heading which runs thus: "From Our County Reporters." As we have said many times before, among the many good features in country newspaper making, none is more thoroughly commendable than this local correspondence feature, because none is more materially beneficial to the periodical's success. You are probably a printer and possibly have kicked and cussed no little when you were setting up the items from some country correspondent, and if you have never been hundreds of miles away from the place of your nativity where you received the old home paper, which contained news from your home locality, then you are not yet prepared to fully appreciate the real value of such a feature in a newspaper. In commenting upon their local news service, Editors Sage and Little said editorially:

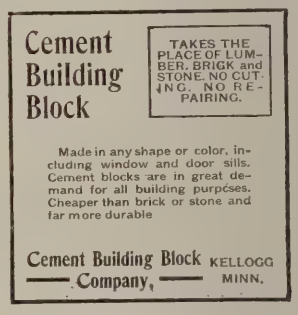
"Last week the *Enterprise* had news from nineteen points in the county. This week twenty-two localities are represented by live correspondents. We thank them all. Nowadays it is not a question of how cheap, but how good. You can get newspapers from 10 cents to a dollar a year and whatever the price, you are paying all they are worth. The *Enterprise* is $1.50 a year. We ask that because we believe it is worth it and because we try to make it so every week."

And here is another sound sentiment expressed. Any six-column quarto weekly replete with the abundance of information contained in the contents of such a paper as the Alma *Enterprise* is surely worth one dollar and a half of any reader's money. In fact, $1.50 the year is little enough for any publication. The reader who isn't able and willing to pay that much for the home news ought not to have a newspaper; and the editor who isn't able and willing to make his publication well worth that much to his readers ought to get out of the newspaper business. We have had just enough experience in newspaper making to know that it is well worth a dollar and a half for annual subscription to get any kind of a newspaper out fifty-two times the year, and it is nobody's else fault but the newspaper fraternity's that the price of publications is so generally low. Why don't the newspaper men of this country enter into a national agreement and fix a uniform price for all publications?

Evidently someone has gotten facetious again and sends us a copy of something entitled, *"Sunday Cosmopolitan,"* dated Sherman, Texas, March 5, 1905. If this were the *ne plus ultra* of Sunday papers, then God forbid that another should ever be issued. It is a four-column folio,

CARPETS
THE REASON WE ARE SELLING SO MANY CARPETS THIS SPRING, IS BECAUSE:
1ST
We have an Extra Large Line of Samples From Which You May Select
2ND
We are putting the prices right down so that here ings is made easy for you
Remember, we have the same good values for our Carpet prices, 12½c to $1.15 per yd., already sewed to fit your room. It will pay you to see our line.
SCHOOLER BROS.
TWO BIG STORES
FAIRFAX, MO.

No. 2.


Cement Building Block
TAKES THE PLACE OF LUMBER, BRICK and STONE. NO CUTTING. NO REPAIRING.
Made in any shape or color, including window and door sills. Cement blocks are in great demand for all building purposes. Cheaper than brick or stone and far more durable
Cement Building Block Company, KELLOGG MINN.

No. 3.

printed, head to tail, on ready-prints. A trifle over a column and a half—just a slim galley of bourgeois—constitutes all of the *Cosmopolitan's* reading matter on the home-printed side. The last page, which, unlike the first page, is printed right end up with the ready-print, is a veritable conglomerated mass of ads, ornate and otherwise, anywise, likewise even lugubrious in appearance—that is, they give a fellow a mournful feeling. "A contribution to the monstrosity museum" is the inscription which our sportive contributor has penned at the upper margin. It is a wonder that anyone who knows how to get out a paper at all, could not do better than this—or perhaps the greatest wonder is that anyone who knows enough to print a paper in any fashion, could make such an extreme botch of it! However, we are not conversant with the conditions under which this periodical is created, and therefore do not wish to be too severe in our criticism. The advertising patronage accorded the *Cosmopolitan* is flattering, indeed, being almost seven-eighths of its local space. Let us pray—that there is future improvement in store for this little publication!

Next on the program is the Holly *Advertiser,* published by Patterson Bros., at Holly, Michigan. It is a seven-column quarto with ready-printed interior. It has the appearance of being the product of an up-to-date printing machine, but one cannot always judge correctly as to the press by the paper's appearance. That reminds us of a photographer we once knew. He was much praised and patronized because of the excellent quality of his pictures. In speaking of his product, one of his competitors said: "Ah,

yes; your work is good; but then, anyone can do good work with a good equipment—you, of course, have a first-class lens." "You bet I have," the first artist replied. "Come and take a look at it; it's an old piece of junk I picked up for a song in a Minneapolis pawn shop." And just so it is with typographical artists—a master mechanic can do good work with "any old thing" in way of equipment. But this must not be construed as an argument in favor of "any old thing." The Holly *Advertiser* is printed with a perfect impression and with perfect ink-distribution, which gives it a fine appearance despite the three columns of displayed ads on the first page. The title line is a dandy, but we are unable to say as much for that bold condensed Gothic employed as heads. The *Advertiser's* news-service is commendable, especially the numerous correspondent's news-letters, and the face used in heads for these is excellent. The practice, however, of putting periods after individual heads is obsolete, and not only unsightly but utterly useless. Discontinue it! There is an immense variety of faces displayed throughout the pages of this sheet and some of them are excellent, while others, especially those ragged, distorted, senseless characters used for double-column heads, are extremely bad. The ad compositor needs to familiarize himself more thoroughly with modern typographical styles and schemes; his creations are a trifle behind the times. One of his most conspicuous faults is spotting up his work and throwing his display lines out of center with punctuation marks, especially long-tailed commas, for which there is utterly no use nor excuse.

Now here's this Stanton (Neb.) *Register*. We know that we have reviewed it before, because we distinctly remember that commendable, yet faulty, "First National Bank" ad, which, by the way, has not had executed upon it the suggestions for improvement which we must certainly have advanced in our former criticism; but it has sustained a nasty onslaught from the "sort-puller" which has left it in a decidedly sorrowful condition! We do not, however, remember the *Register* in its present four-column octavo form, which makes a handy, neat little paper. The make-up wants to remember, however, to keep all of his ads to the right of the page, and the ad man wants to exercise a little more pains with his creations—or at least we "want" these things attended to before we again get a glimpse of this sheet, whose departments of news are all pretty praiseworthy, and its advertising support liberal.

The *Tribune,* published at Holton, Jackson county, Kansas, has many good features about it, including a good impression, neat typographical styles and faces, excellent news service, an entertaining department of "Personal Mention," an able editorial column, several local news letters, and many ads. There are of course, other features in this publication that we do not like, and believing that the *Tribune's* proprietors desire to know "the worst," we will also enumerate a few of these latter features. We will at first confine ourselves to the little things: For instance there's that big, bold period after *"Tribune"* in the title. Not a very "little thing" after all; absolutely purposeless and certainly not in the least ornamental. The promiscuous manner in which the ads are distributed here and there, broadcast over the paper's pages, doesn't suit us—would rather see them neatly assorted to the right-hand side of the page. There is nothing elaborate or grotesque about these ads, however, therefore we rather like them as typographical specimens—they look like good, serviceable ads. The heads over the correspondence are a trifle too large to look well, especially separated as they are from the matter by those senseless little monkey-dashes and dates.

The Laurel *Advocate,* that prosperous, six-column weekly by C. E. Nevin, which purports to give "all the news for all the people all the time" at a "Dollar-fifty the Year," at Laurel, Nebraska, also has been reviewed in these columns before, and we are sure deserved all the praise we may have accorded it. It's a "peach of a paper," presenting a clean front page of exclusive pure reading matter. On the afternoon of the sixteenth of last March the *Advocate* issued "wearing of the green"—that is, it came out with its four local pages and supplement printed (and printed well, too) in the color of the Fenians; and we know all about it, because the Laurel *Advocate* fellows wisely believe in letting us know about such things. We think it made a pretty nice St. Patrick's Day edition. And, talk about ads! Of the twenty-four columns comprising this sheet, all but eight were occupied by huge, finely-gotten-up local ads. The business men of Laurel, Nebraska, (newspaper men not excepted) are of the right sort—that's conclusively demonstrated!

The Kellogg (Minn.) *Enterprise* is not a stranger to this department, as we were about to say, but, preferably, one of our new acquaintances. It is a five-column quarto, fairly well started upon its second volume, only. Frankly, it's not much of a newspaper, either; and we make this statement, not wishing to discourage Editor McDonough, but rather with a view to spurring him on to greater achievement. There is quite a creditable amount of home-town news in the *Enterprise's* pages, and now the editor should secure and establish a dozen (or say half that many) bright correspondents in surrounding localities, and inaugurate a good editorial department. Then he can dispense with all that plate now in use, and which, in its striking contrast in size of face and appearance of impression, compared to the regular ten-point Roman, of which the paper's dress is composed, so conspicuously mars what would otherwise be a very handsome front page, since the make-up is wholly neat and correct. The *Enterprise* has just about all the advertising it can support, very handily, and the compositor of this puts up several very neat effects. The ad which is marked is a good creation, but a trifle too ornate to be remarkable. The "Cement Building Block Co." ad, shown in reproduction No. 3, is a far better specimen, because it is less grotesque and plainer, and therefore more legible. This example is especially commendable because of the fine distribution of white. As a closing word we would suggest that Editor McDonough read his ad-proofs more carefully, as there are several typographical errors in this specimen shown.

"A favorite with the people," the Guthrie, Oklahoma, *Daily Leader,* is another one of those publications on whose regular mailing lists our name and address has somehow or other found a complimentary position. Thanks! A veritable "newspaper fiend" like ourselves is always pleased with the opportunity to scan new periodicals. This is the daily, by the way, about which Editor Herbert himself has written at some length in the last issue of the JOURNALIST. We were about to complain that the old rascal hadn't left us anything to say; but we don't know about that. One could write a long time and yet, perhaps, not tell all there is commendable about the Guthrie *Daily Leader.* Mechanical make-up is neat and correct, and the use of DeVinne condensed as head lines gives a pleasing effect. The advertisement composition is not in the least grotesque, but plain, simple and therefore serviceable. The news and special feature departments are thorough and up to the present, and the editorial columns deserve especial praise for their keen freshness and able handling of timely topics. There is one detail which we have noticed in the several copies of this sheet which have reached us, anent which we must speak, and that is that each paper has been folded very unevenly, thus lending

a slovenly aspect to the otherwise creditable product. The fault in the machine to which this is due should be corrected.

The "besetting sin" of the Tecumseh (Mich.) *News* is the "friendliness" with which the displayed ads circulate with the pure reading matter. Of course, that's what every advertiser wants; but it is impossible for the publisher of a ready-printed quarto to concede to this want and at the same time maintain anything like a decent makeup to his sheet. To be sure it would require considerable figuring to make up the Tecumseh *News* with the advertisements all collected neatly to the right-hand sides of pages 4, 5 and 6, exclusively; but it could be done, and, from a technical viewpoint at least, until it is done the Tecumseh *News* will remain far from perfect. When the average reader picks up a newspaper that has an ad here and there and here and there a column or two of reading matter, the usual result is that he becomes disgusted in searching vainly for that part of the paper's contents which he desires to peruse, and throws it down with curses, never giving one of the ads a pleasant look. Hence the advertiser who has sought publicity by insisting upon a position "next to pure reading matter," has lost the objective end, after all. But it goes altogether differently when the publication's contents are all neatly and carefully classified and published as nearly as possible in the same position each week. The reader picks up the sheet, turns immediately to the desired department, devours it, and then, with patience untried and temper unruffled, his eye wanders lovingly over the rest of the page in a journey of good feeling and general admiration, when lo and behold! it encounters the subtle, hypnotic displayed lines, and being in a perfectly passive, susceptible condition, the printed suggestions have every possible advantage. There are ads, of course, which will be read before straight matter; but it is not to be supposed that such beguiling influence enters often into the ads of the ordinary country weekly. The Tecumseh *News* is a fairly good paper, with an abundance of news, personal mention, some correspondence and a few editorials, and it is handsomely and distinctly finished in the press. The ads are all strong, serviceable specimens, but lack originality and artistic treatment. Notwithstanding our oft-repeated (and as oft-reprinted) verdict anent borderless ads, we must say that of "The New York Store" set exclusively in various sizes of the DeVinne series, borderless, is the best ad specimen in this sheet. It possesses a dignity which is difficult to excel.

The Morning Press, Bloomsburg, Pa., "Columbia county's favorite daily," observed the dawn of its third anniversary on March 18th last, by issuing a grand thirty-two page special edition, and a very creditable effort it was, too. A sort of brief review of the three years the *Press* has been in existence forms a very appropriate and interesting leading article of this special edition, illustrated with half-tone likenesses of the *Press* publishers, Messrs. C. T. Vanderslice and Paul R. Eyerly. It seems that "Three years ago *The Morning Press* was launched upon the journalistic sea amid the doubts and misgivings of the publishers' warmest friends," and consisted then of only four pages, which were adequate in accommodating all the news and advertisements. But today four thousand guaranteed subscribers read the *Press's* six to eight pages daily, and in speaking of this healthy growth the *Press's* editor divulges a little newsaper "success secret," which should be of more than passing interest to readers of this department of THE NATIONAL PRINTER-JOURNALIST. He says:

"The Circulation of the *Press* exceeds by far that of any paper—daily or weekly—in this Congressional district. And one naturally wonders thereat. It is not because the *Press* has a better field than many other papers, but rather that *the publisher's ideas of what a progressive daily should be, have coincided with the views of the people,* and the result has been a success."

We came near omitting mention of one of the most, if not *the* most, important features in this special edition, a cut of which also graced this article on the *Press's* history, and that is the fact that *The Morning Press's* third anniversary was marked by the installation of a new Duplex Web Perfecting Press, a most valuable addition to the equipment. And here on the second page we note pictures of five of the *Press's* business and reportorial staff. But the reader must not get the impression that this article about *The Morning Press* took up the whole of this thirty-two page edition, for on the contrary it contained many other elaborate articles, emphasized with glowing full-page-width heads, and profusely illustrated; an abundance of news and an abundance of ads, all very creditably composed and arranged. In closing we must add a compliment to the *Press's* type equipment, which is far above that of the average lesser daily, in point of choice and style of face. Post Old Style enters considerably into the ad composition, while Jensen Condensed and Caslon Italic are employed, exclusively, and to very good advantage, in the headings. In closing, we wish the Bloomsburg *Morning Press* many more joyous "birthday anniversaries," and hope that we may be privileged to have such evidences of these prospective many, as we have had of this one, in this commendable "third anniversary special."

Very few country weeklies put up a neater initial page than that of the Nunda (Ills.) *Herald.* It does a fellow's eyes good to take a good, long look at it! The *Herald* is a seven-column, eight-page sheet, and the title itself is in the identical face employed for all other headings in the sheet, exclusively, and which predominates in all of the displayed work, namely, DeVinne Condensed. A cleaner, neater, more artistic effect cannot be imagined. At each side of the title is an oblong box of wave rule, one of which contains these words:

"Readers of the Herald say they like it because it prints all the news,"

and the other this equally effective statement:

"Advertisers in Herald say they like it because it produces cash results."

The date line, then, is in a bold Roman, so nearly resembling the DeVinne that no inharmony is created, and it rests between two head rules, as usual, with the *heavier* one above, as we have always advocated. The first, third, fifth and seventh columns are begun with bold, double-subheaded heads, while the second, fourth and fifth columns start out with neat, clean, modest heads enclosed in a wave rule border. By this description the reader will see that there is no wonder that this front page of the Nunda *Herald* receives our hearty endorsement, since it exactly accords with our ideal as preached and advocated from time to time in these columns. There is not, of course, an ad on this page, and the other locally printed pages are almost equally commendable; in fact, the critic who could find many faults with the *Herald* would have to be a chronic kicker—a pessimist in the fullest sense of the term.

From a copy of the Thief River (Minn.) *Press* at hand, we take it that D. A. and J. A. McDonald's paper, the Thief River Falls *Review,* previously commented upon at length in this department, has absorbed one of its local competitors and is continuing the two under the present name. While the present publication is an excellent one, retaining many of the commendable features noted in the former McDonald products, as we remember the Thief River Falls *Review,* it was a brighter, less "rusty," (if we may be permitted the use of that term) sheet than this *Press.* However, we would that all the newspapers in the land were up

to the standards of the Thief River *Press,* which is a six-column quarto, printed entirely "at home." Contents are gratifying, advertisement patronage generous and all mechanical ends very creditable, as is characteristic of the McDonalds. This circulation statement at the opening of the editorial column is exemplary and highly gratifying:

D. A. McDonald, being first duly sworn, deposes and says, that he is one of the publishers of the *Thief River Press,* a newspaper published weekly at Thief River Falls, Minn., and that the circulation of said paper is more than 1,450 complete copies each week. (Signed)

D. A. McDonald.

State of Minnesota, County of Red Lake—ss.

Subscribed and sworn to before me this 28th day of February, 1905. Wilhelm Michelet,

(seal) Notary Public.

This certifying to the circulation, is, we believe, one of the very important matters of successful newspaper making which is too often ignored or neglected by the smaller, as well as by some of the bigger, publications. It doesn't make any difference if your circulation does not exceed 500 copies, a sworn statement thereof will make this 500 worth nearly as much to you as a mere claim of twice that amount.

Those of our readers who were interested in the review and comparison, in the March instalment, of the three ad specimens submitted by W. H. Hooper, of Oakland, California, will also find the following letter of more or less interest:

Oakland, Calif., April 21, 1905.

O. Byron Copper, De Soto, Wis.

Dear Sir:—I wish to thank you very heartily for your good words concerning the ads I sent in for review in the March number of that most excellent magazine—the National Printer-Journalist—and I beg to assure you that I thoroughly appreciate it, although I am quite late with my acknowledgment. Had you seen me most any evening this last month at about midnight, with a paint-brush or a roll of wall paper in my hand, you would certainly have thought that lack of time was my most valid excuse.

Your criticisms of those three ads were quite fair indeed (of course I think so, for you gave my ad first place, 98 per cent) and we are greatly encouraged over the fact that you scored us so highly.

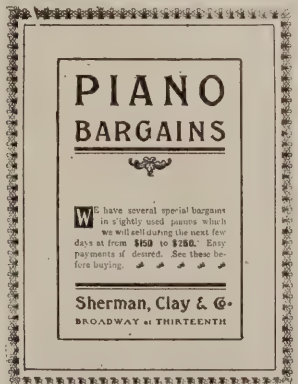
I am sending you, under separate cover, proofs of ads I have selected from my latest efforts. Should any of these be worthy of notice would be pleased to have you review them. Very sincerely yours,

H. H. Hooker.

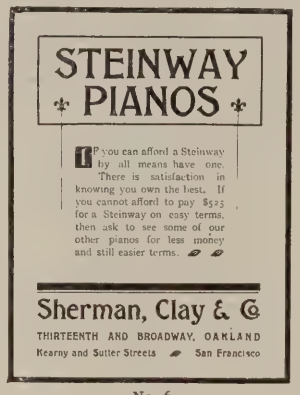
1367 11th St.

These new ad specimens which Brother Hooper submits are quite so worthy of note that we only regret that it is not practicable to show them all in this instalment—we're showing the biggest half of them, however, (Nos. 4 to 7).

ABRAHAMSONS
OAKLAND'S MOST POPULAR STORE
Extra Special
For This Week Only
A lot of Silk Taffeta Suits made blouse effect in the very latest style. Skirts kilted with shirrings at flounce, colors brown, green, navy and black, an exceptional value for this week only..... $22.50
S. E.Cor. Thirteenth and Washington Streets

No. 4.

PIANO
BARGAINS
We have several special bargains in slightly used pianos which we will sell during the next few days at from $150 to $280. Easy payments if desired. See these before buying.
Sherman, Clay & Co.
BROADWAY at THIRTEENTH

No. 5.

Nos. 5 and 6 are perhaps the best in this collection, although we have no fault to find especially with the other two shown, but in the two "J. T. Moran" ads and that of the "Misses Coakley and Klein," we have a few objections which we can plainly state without taking up the space with their reproduction herewith. The larger of these two "Moran" ads is the better, and its only defect is the superfluous perpendicular rules at both ends of the head and tail panels. The smaller "Moran" ad is out of kelter chiefly at the top. We are sure that Compositor Hooker, with his keen sense of the correct, artistic order of things, must have realized this fact himself, just as every compositor does at times regarding his own creations, without seeing just at the moment how the defect could be obviated. We ourselves have experienced this, feeling, and especially in the line of job work, where the same order was duplicated, under the same conditions and with only the same material we have often been able to greatly improve that which we originally deemed as good as it could

STEINWAY
PIANOS
If you can afford a Steinway by all means have one. There is satisfaction in knowing you own the best. If you cannot afford to pay $525 for a Steinway on easy terms, then ask to see some of our other pianos for less money and still easier terms.
Sherman, Clay & Co
THIRTEENTH AND BROADWAY, OAKLAND
Kearny and Sutter Streets San Francisco

No. 6.

Spring's Newest Furnishings
FOR MEN
It has been our aim to secure the most exclusive goods for Men's spring wearing – we have succeeded in doing so, and you are invited to inspect them.
SPRING'S NEWEST SHIRTS
SPRING'S NECKWEAR
SPRING'S RIGHTEST HOSIERY
SPRING'S RIGHT UNDERWEAR
McJ. Keller Co

No. 7.

be made with the available material. The fact of such cases is, two thoughts, that is, two mental type designs, cannot be born at once without the assistance of an obstetrician (in the form of a critic, for instance). One idea has to mature, or die, before there is room for the other one, sometimes. Now, as to this "Moran" example. It is set in Gothic, and Gothic being one of the plainest faces possible—one of the most easily formed and most *natural* types—therefore, it never looks well unless used naturally, and just as simply as type can be set. The "long-line-short-line" scheme of type composition is the most common, because the most natural method, and this is the scheme in which Gothic is at its best. It does however compete with anything else in appearance when employed in the "flush" style, that is if the lines run flush naturally and without the artificial means of leter-spacing. This, to our mind, at least, explains why the upper portion of this ad under discussion is unsatisfactory. The milliner's ad, aforementioned, is just a trifle crowded toward the top, because the street address is a trifle too big and prominent. We understand why Mr. Hooker did this; but believe however that sufficient force would have been secured from the employment of caps of the same Roman in which the following lines appear. Otherwise this is a very pleasing product.

Anna, Ill., April 28, 1905.

O. Byron Copper, De Soto, Wis.

Dear Sir:—Find enclosed a trio of ads for your criticism. Sent you some of my ads about three months ago, but suppose that they found the waste basket. Ad No. 8 was rearranged from Ad No. 9; which do you consider the better? I have a tendency to overpanelling, in my ad composition; but the business men here like it, so they have to be pleased first. Hope you can find the space for a few words to me. I have had to get all I know out of the trades papers, so you see what it means to me. Yours respectfully,

Leon E. Werr, Foreman.

No! No! Our good friend Werr, don't you ever believe such ads as yours would ever meet with that proverbial, hackneyed, waste-basket fate, if they ever come in range of the writer's critical gaze—we've got our eye continually "peeled" for just such specimens as they with which to illustrate these monthly "splurges." Your signature bears a familiar aspect, but for the life of us, we cannot remember having reviewed your ads, unless it "Werr" in the May issue, which at the time of this writing has not yet reached us; but let that go, and we'll do our duty by you now. There's not much of a choice between your ads Nos. 8 and 9; but

by virtue of its more out of the ordinary style, and the position which it must necessarily occupy in the paper, which would naturally render it the more attractive, we therefore prefer No. 8. Both are excellent, serviceable advertisements. No. 10, however, is more beautiful than either of these first mentioned. In point of intrinsic advertising worth, and highest qualities of art, this specimen we consider wellnigh perfect. We would suggest a pica's white margin all around inside the central panel, but otherwise this design is whited

No. 8.

out elegantly, displayed perfectly, and is highly legible and pleasing throughout. And after all is said and done, the secret of this advertisement, is its typographical success, as an advertisement, is its typographical simplicity. We disagree with Brother Werr regarding his "tendency to over-panelling." We cannot see that such is his tendency; but if it were, he is wise in submitting to the inevitable and resolving to please the patron, first of all. By the submission of these ads, as reproduced herewith, Mr. Werr, in view

Alden's
Newest Creations
In Ladies' Shirt Waist Suits and Skirts are on display.
The very latest thing out in skirts is the UMBRELLA SKIRT as shown in this illustration
We show this skirt in beautiful shade of brown (the season's most popular color,) and also a black mohair sicilian, splendid value and an excellent wearing skirt sold everywhere for $6. our price is only..... $5
We also show at this price ($5) a skirt of same material as above, in brown and black, 29 gores stitched to a fine fadow fit hips, plaited, very full ... $5
Umbrella Skirt.
Silk Shirt Waist Suits.
We make an elegant showing of these suits in all of the better shades for the season, blue, black, brown and red, solid and two toned effects, at $12, $15, $16.50 and..... $18
A specially desirable and useful suit is one we show in a two toned brown effect of extra good quality taffeta silk which can be worn either as a jacket suit or a shirt waist suit. The collar fastens to the waist with a false front of the silk, making a natty and stylish shirt waist; or worn without the collar over your regular shirt waist it is a very pretty jacket suit..... $18
Panama Cloth.
This material is so extremely stylish and popular that it is almost impossible to obtain it in the piece at any price. We have the skirts made of it in blue, black and brown, each a creation of the skilled tailor's art..... $5 to $10
This skirt, with 72 gores, stitched as shown here to a graduated line below the hips plaited full, very fine quality black Panama.... $10
72 Gore Skirt.
Alden's

No. 9.

of his voluntary confession recorded in the above letter, cogently demonstrates the efficacy of the trade journal as an instructor.

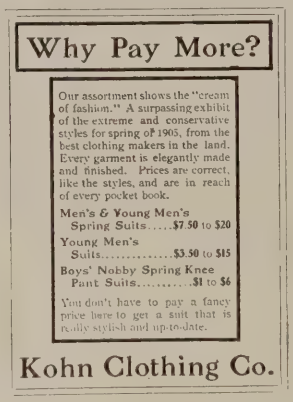
SPALDING, NEB., April 28, 1905.

O. Byron Copper, De Soto, Wis.

DEAR SIR:—I am sending you, under separate cover, a copy of the *Enterprise* of this week. My foreman, Mr. R. C. Mallory, set the ads in this issue and with the material he had to work with I think they are entitled to some commendation. However, that question is up to you. You will notice that owing to lack of space we were compelled to run the first page solid, which we do not usually do. I believe that newspaper men and printers generally have derived an unlimited amount of benefit from your very able and impartial criticisms of their work, as well as encouragement to keep in the front rank of the profession. Thanking you in advance for your consideration of the work on this paper, I am Yours fraternally,

JOHN E. KAVANAUGH.

Publisher John E. Kavanaugh and Foreman R. C. Mallory are going to get the highest compliments our pen is capable

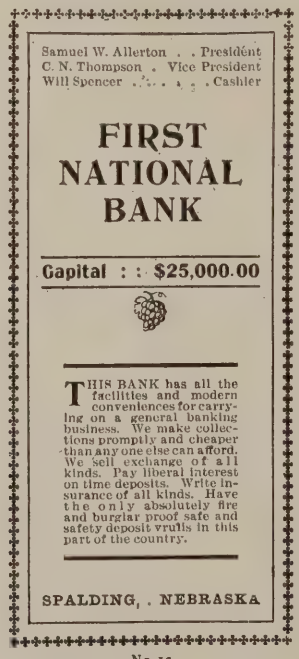

Why Pay More?
Our assortment shows the "cream of fashion." A surpassing exhibit of the extreme and conservative styles for spring of 1905, from the best clothing makers in the land. Every garment is elegantly made and finished. Prices are correct, like the styles, and are in reach of every pocket book.
Men's & Young Men's Spring Suits.....$7.50 to $20
Young Men's Suits.....$3.50 to $15
Boys' Nobby Spring Knee Pant Suits.....$1 to $6
You don't have to pay a fancy price here to get a suit that is really stylish and up-to-date.
Kohn Clothing Co.

No. 10.

A GOOD PLACE TO EAT
IN connection with my first class Restaurant I handle Confectionery and Fruts of all kind and always have the freshest on the market. Cigars and Tobaccos. Call and see me.
F. W. HARDEN

No. 11.

of, because the Spalding *Enterprise*, all around, is one of the finest six-column quarto weeklies we have ever laid eyes upon. It is difficult to say positively in just what respect this publication ranks highest, because its every feature measures up to preëminent standards. We cannot miss it, wherever we begin. The contents are ideal: In the first place there is nearly a whole pageful of local news, carefully edited, neatly composed in Burgeoise, we should judge, with caps of the same letter for heads, and all carefully and accurately collated and justified to within a hair's breadth of column-rule length, culminating in one of the most ideally


Samuel W. Allerton . . President
C. N. Thompson . Vice President
Will Spencer . . . . Cashier
FIRST NATIONAL BANK
Capital : : $25,000.00
THIS BANK has all the facilities and modern conveniences for carrying on a general banking business. We make collections promptly and cheaper than any one else can afford. We sell exchange of all kinds. Pay liberal interest on time deposits. Write insurance of all kinds. Have the only absolutely fire and burglar proof safe and safety deposit vaults in this part of the country.
SPALDING, . NEBRASKA

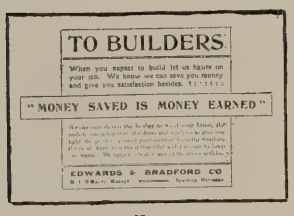
No. 12.

Spalding Meat Market
AUGUST FRITZ
PROPRIETOR
FRESH MEATS SAUSAGES
and everything usually kept in a first-class and up-to-date Meat Market. Everything cool and clean
Highest Cash Price Paid for Hides
I will butcher for farmers on short notice. Satisfaction always Guaranteed.
Fish and Game in Season

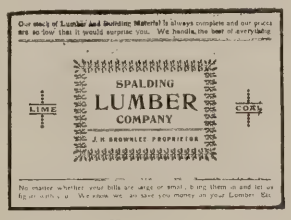
No. 13.

perfect front pages imaginable. That fact that it is solid does not, in our mind, detract from its beauty nor effectiveness. It gives more reading matter to the space, and the face of the type is sufficiently large to be easily read, despite the absence of leads. The interior of the paper is ready-printed. Page 4 of the local print consists of 3 1-3 columns of displayed advertisements and approximately 1½ columns

of legal notices, the residue being given over to editorial matter. These ads are made up according to Hoyle—graduating from the smaller ones at the top, to the larger ones at the bottom and all neatly and properly rounded up at the right hand side of the page. The editorials are indicative of their author's wisdom and freedom from trite thoughts and hackneyed editorial topics. The fifth page proves the practicability of our persistent preaching that to keep the first page clear from advertising is a very desirable possi-

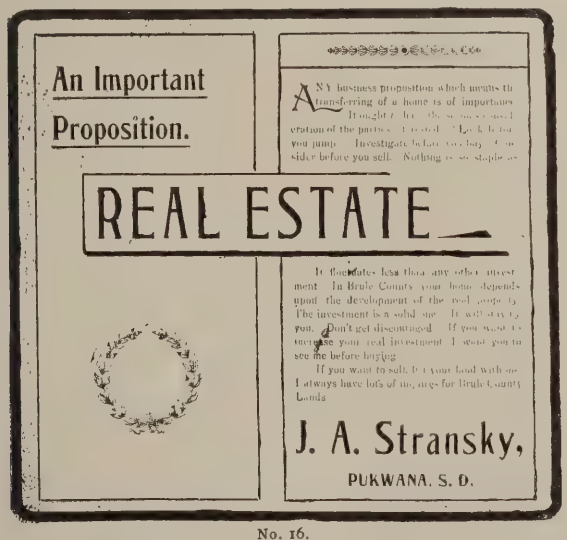

TO BUILDERS
When you expect to build let us figure on your job. We know we can save you money and give you satisfaction besides.
"MONEY SAVED IS MONEY EARNED"
EDWARDS & BRADFORD CO

No. 14.



No. 15.

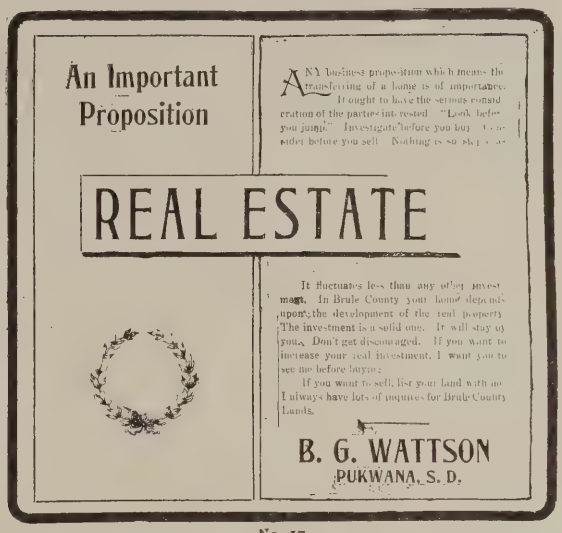
bility. This page is made up exclusively of displayed ads, and the whole thing, surveyed either collectively or individually, presents such an attractive, such a diversified, spicy aspect that we wager a brand new makeup rule that it is never overlooked by the readers of the Spalding *Enterprise*. The last page is made up exclusively of advertisements, also, of which something over a column consists of straight-matter notices. The *Enterprise* is crowned with an excellent impression, which sets off to advantage Mr. Mallory's beautifully displayed creations, upon not a single one of which is it possible to say the compositor has failed to produce a veritable masterpiece. Foreman Mallory's whiting out, display and artistic treatment are all extremely high grade, and his fine control over details is delightful. At random we have selected a number of his examples for reproduction herewith, (Nos. 11 to 15) which we think will go a long way toward demonstrating that Mr. Kavanaugh's excuses for his type equipment were wholly uncalled for, although we fully appreciate, as intimated elsewhere in this instalment, a less skillful compositor than Mr. Mallory, would probably have



No. 16.

made the apologies quite necessary. Before leaving the discussion of this contribution, permit us to recommend that all publishers who are desirous of improving their publications, and desire a standard "Copper-bottomed" model to go by, should negotiate with Messrs. Kavanaugh and Mallory for a specimen copy of their admirable sheet which should be hung up in the sanctum for frequent and valuable reference.

Some time ago the following letter was forwarded to us from Chicago, but the papers had gone astray in the mails, or become mislaid, so we wrote Editor Wentzy for another copy, which he forwarded together with another letter. Both



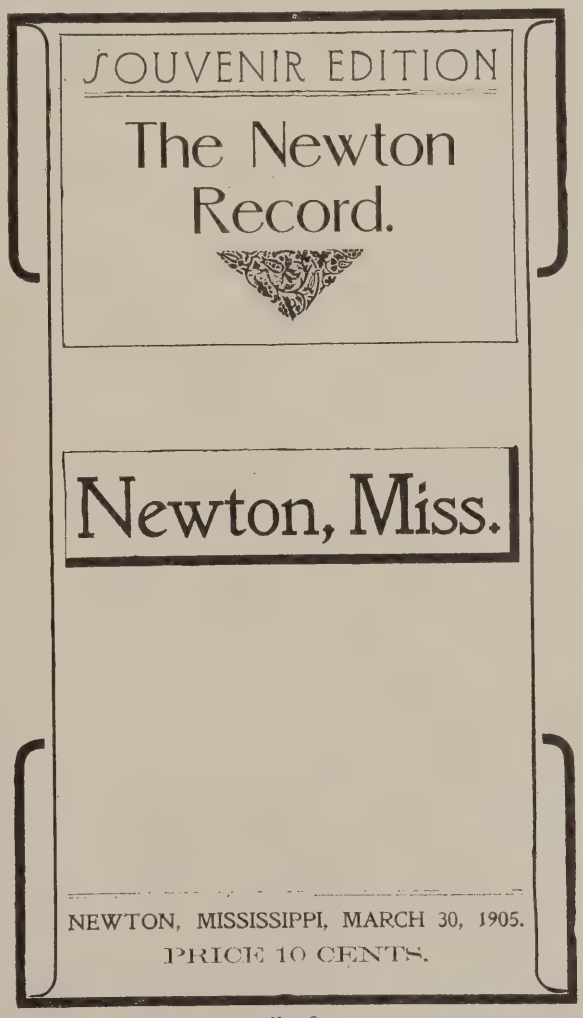
No. 17.

of these letters contain enough interesting facts to warrant of their reproduction. Here is the first:

PUKWANA, So. DAK., Dec. 12, 1904.

National Printer-Journalist, Chicago, Ill.

GENTS:—I enclose you—rather mail you under separate cover—a copy of the *Press-Reporter* for criticism. The paper is published in a



No. 18.

town of a little less than 300 population. I have made a sworn statement of 1,250 circulation. The population of this county is about 5,000

The paper's circulation less than eight years ago when I purchased it was about 250. During flourishing final proof times the *Reporter* was brought into existence, and after two years of prosperity I bought the paper and consolidated it with the *Press*. I think there are less than a half dozen weeklies in South Dakota with a better circulation than my paper enjoys. I think, too, that my pride in calling attention to this fact is pardonable. Of course you understand that a print shop in a town (not county seat) of less than 300 is usually moderately equipped and the *Press-Reporter* is not an exception to the rule, though we quit three years ago using "armstrong power." We would like such suggestions as your artist may feel disposed to give us. Very respectfully,

HARRY WENTZY.

Then comes the second epistle, as follows:

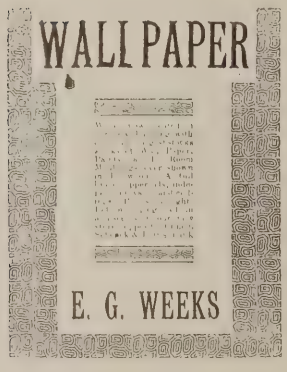
PUKWANA, So. DAK., April 13, 1905.

O. Byron Copper, De Soto, Wis.

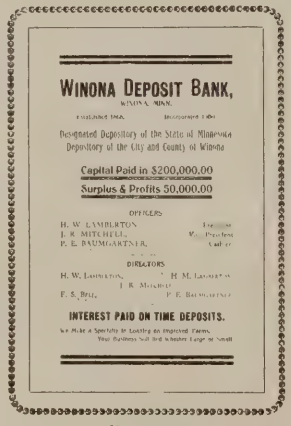
MY DEAR SIR:—Through mistake the copies of the *Press-Reporter* were sent direct to the NATIONAL PRINTER-JOURNALIST. I am anxious to make the paper as good as the town will warrant, and any suggestions that you will make will be received with appreciation. I expect soon to discard all the body type, and use a dress of brevier, for local as well as editorial. You will realize, when you consider the size of the town, that it is hard to get up a respectable local page, and we are not always overburdened with advertising as at present. Conditions have been such here that 10-point has been none too small to fill up a local page, and the shortage of space could be overcome by using the type solid, which has been my practice the past year. Our county has a population of five thousand, with five newspapers to supply the people's wants. Until two years ago we had seven papers, but the result was inevitable and there are now five left. We are now printing fifty quires, which I think is a reasonably good showing, considering the population of the town and county. Very respectfully,

HARRY WENTZY.

We got this far when we took up the copy of the Pukwana *Press-Reporter* at hand and began to study it. In-



No. 19.

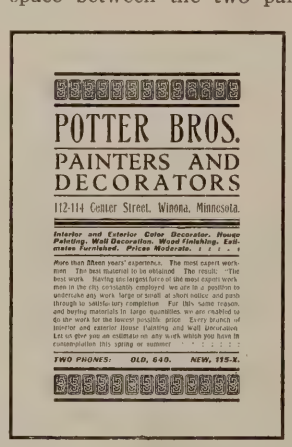


No. 21.

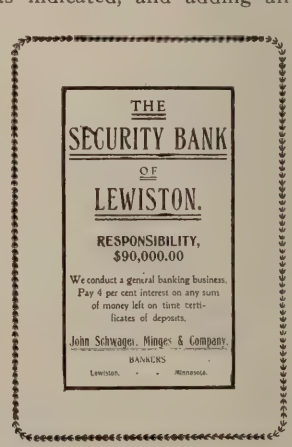
stantly our eye rested upon a long editorial entitled, "Be Cheerful." Of course it looked too lengthly for a newspaper critic to tackle; still our eye caught a word or two in the hasty glance bestowed upon the page that interested us; so we began to peruse it and immediately we forgot that we were *working*—performing a duty for hire—but rather felt that we were indulging in a pleasure voluntarily—and so we were. The editorial was of the right sort—with a cogent serious style, spiced with keen wit and humor, and in spirit dealt with a fact of the utmost importance to all mankind—because it was a fact of life—incidentally divulging the author's close knowledge of humanity and human ways and needs. When we had finished not only this one editorial, but the whole editorial department, we felt, as Editor Wentzy's subscribers must have, that the time devoted to its reading had been profitably spent. For the organ of a town as small as Pukwana, the *Press-Reporter* is a remarkably creditable product, and its present sworn circulation of 1,250, representing an increase of 1,000 within the past eight years, is a material manifestation of the people's appreciation of it. Despite the excuses which Editor Wentzy has filed in the foregoing letter, we cannot excuse those displayed ads on the introductory page, because there is an abundance of room on the three other locally-printed pages for the present advertising patronage, even though extensive as it is. Press-work on this publication is first-class, and the advertisement composition is considerably better than the ordinary, the sheet being defective chiefly in point of makeup, which may be corrected easily by following the rules exploited generally

No. 20.

throughout these columns. We are reproducing an ad (No. 16) from the *Press-Reporter,* which, while showing artistic skill and constructive ability on the part of its creator, yet prompts the offering of a few improvement recommendations: The two main panels are too widely separated; the space of a nonpareil intervening between the two would have been adequate and proper, or at the most not over a pica. The underscoring of the words, "An Important Proposition," should have been omitted and the two lines drawn together a trifle closer, by raising the lower line, and both lines centered. The pointer ending "Real Estate" is also superfluous and obsolete, and its omission would necessitate a shortening of the lower and heavier rule forming the bottom side of this "connecting link," in order to preserve the desired slant effect at the open end. Now, by removing a portion of the space between the two panels, as indicated, and adding all



No. 22.



No. 23.

removed to that on the right, we very desirably gain greater side margins of white. Then the little ornate panel at the top might be dispensed with to advantage, and the name, "J. A. Stransky," reduced to thirty (30) point caps and

lowered to a position nearer the address line, which in turn would give adequate horizontal margins. The period after "Proposition" and the comma after "Stransky" are both quite unwarranted. In specimen No. 17 we show this ad rearranged according to the foregoing suggestions. This last specimen was "set" according to the methods employed in the typographical school, as outlined in a late article in this magazine—with paste-pot and scissors, hence the improvised name of "B. G. Wattson" in place of "J. A. Stransky." We wish to call attention to the bold two-point dash we have inserted over the name and address, and had we seen our way clear in resetting the upper squib of straight matter, we would have substituted a plain Roman initial for the Anglo-like "A." There are other things—both good and bad—about the *Press-Reporter,* upon which we fain would touch—but this instalment "waxeth great."

A souvenir edition which comes from the Newton, (Miss.) *Record* is a most commendable idea. The following letter from Mr. Geo. F. Long, although it does not explain who its author is, it does explain with whom the idea originated and by whom it was actualized:

NEWTON, MISS, April 10, 1905.

O. Byron Copper, De Soto, Wis.

DEAR SIR:—I am mailing you today, under separate cover, a pamphlet—"Newton, Miss."—and want you to criticise it. The shape, matter and purpose of the pamphlet are all original ideas of mine, and the work, from soliciting the ads to pasting on the cover, is nearly all mine. The editor of the *Record* furnished some of the reading matter, set the front cover and his own ad. On account of cut-up rollers the presswork is not of the best, as you will note, without the aid of a magnifying glass. Yours truly, GEO. F. LONG.

The souvenir edition, sub-titled "Newton, Miss.," consists of a forty-page pamphlet bound in paper covers. The contents comprise a review—retrospective, introspective and prospective—of the city, every alternate page being an ad. In the entire, the pamphlet represents one of the best all-around advertisements for the city of Newton and its enterprising business men that could be contrived. Mechanically the booklet is a credit to the print-shop of which it is a product. Despite the fact of the bad rollers, as above disclosed, the print measures up above the average, and as a rule the displayed work is high grade. With each page encompassed with a one-point rule, and neat, tasteful faces and styles employed generally, this souvenir is a souvenir, indeed, and a great credit to its authors. We have taken great pleasure in examining and reading our copy, and the facts and figures exploited within it have more than half impressed us with a desire to become annexed as one of such a prosperous, up-to-date community as that of which this brochure is the explicit exponent. And this, after all, is the chief purpose of the pamphlet—to increase the population of the town, thereby benefiting it and every man and enterprise within it—a most noble purpose! No. 18 is a reproduction of the cover page.

On a memo head of very fine material, with envelope to match, come the following brief missive, introducing the *Gazette,* a six-column quarto weekly published at Elmwood, Ill.:

ELMWOOD, ILLINOIS, April 13, 1905.

O. Byron Copper, De Soto, Wis.

Under separate cover you will find copy of *Gazette,* which we would be glad to have you criticise. We have lately adopted the plan of setting all matter solid instead of running an insert; the necessity of doing either is very obvious by a glance at the ad columns.

Very truly yours, "GAZETTE."

In our review of the Nunda, (Ill.) *Herald* in this instalment we declare that few country weeklies present a neater front page than it does, but we are rather inclined to believe that in this Elmwood *Gazette,* from the same rich state, we have one of that few, notwithstanding the fact, as mentioned above, that it is set solid. As to this question of running matter solid, we never had any serious objections to it, especially as regards appearance, for if made up well a page of solid matter in our opinion compares favorably with the leaded page. The only legitimate objection against the running of matter solid is that it is thus a trifle more illegible; but no one could have any serious trouble in making out every word of the *Gazette,* because the print is superlatively well executed. This introductory page in style and makeup is exactly that which we have always considered strictly ideal for country weeklies—the whole aspect is so clean, so neat, so modest and unsensational. It gives the sheet such a dignified individuality and carries such an impression of reliability with it. The head-lines in eight-point Studley, exclusively, constitute the only job-face on this page. If those publishers who persist in running displayed ads on their front pages, and setting their heads even as large as eighteen and twenty-four point bold condensed, as we frequently see it, could behold this Elmwood *Gazette,* they certainly would have a sermon—a veritable object-lesson (if that term can properly be applied to the good) not to be soon forgotten. The other three home-printed pages are equally commendable from all points of view—contents, composition, makeup and impression—and each advertisement is a fine example of up-to-date material and the highest degree of skillful workmanship. Nos. 19 and 20 are reproductions of two faultless ads from this publication. The earnest typo needs only to scrutinize them to learn something from them. They demonstrate the fact that their creator is, beyond a doubt, one of the foremost typographical artists of this artistic-typographical age, and to see them is to admire them. A review of the Elmwood *Gazette* would be incomplete without due mention of its excellent news service and the fine work of its editor: The entire front page and all the straight matter space on the fourth and fifth pages is given over chiefly to local news, and all of it is correctly and volubly written. On the last page appears a goodly number of newsletters from surrounding country correspondents. In our estimation, the lack of an editorial department is all that bars this newspaper from the brand of perfection.

"Last, but not least," we have been favored with a copy of the Winona, (Minn.) *Republican-Herald's* big, twenty-eight-page Easter edition issued April 15, 1905. By way of introduction, Mr. Scott Laird, the business manager writes:

WINONA, MINN., April 18, 1905.

O. Byron Copper, De Soto, Wis.

DEAR SIR:—We are sending you under separate cover special copy of the Easter edition of the Winona *Republican-Herald.* This is the first special edition that has ever been issued in Winona at Easter time, and any comments that you may make upon the same will be greatly appreciated. We are herewith enclosing stamped envelope and wish you would kindly send us the clipping. Yours truly,

THE REPUBLICAN AND HERALD PUB. CO.

It is rather surprising to learn that "This is the first special edition ever issued in Winona at Easter time"—for to look at the commendable excellence and completeness of this one on our desk, one would naturally conclude that the publication of special Easter editions was a long accustomed part of the Winona *Republican-Herald's* general routine of work. This special edition is made up of three seven-columned sections, namely: Section one, pages one to twelve; section two, pages thirteen to twenty; section three, pages twenty-one to twenty-eight. Section one consists of an excellent amount, and, we take it, the general run of news; the second section is comprised of special articles and a delightful pageful of able editorials, punctured with two halftones showing views of the paper's "big press," while the last of these three sections contains as a leading article very interesting facts about the *Republican-Herald's* steady improvement, its equipment, etc., all illustrated and entertainingly presented, and supplemented with a volume of other equally pleasing matter.

And best of all, these three sections are each generously supplied with ads of every sort of business, none of them smaller than quarter-page, scarcely, and many of them occupying half-page and full-page positions, and they are as varied in style of type and design as they are in the businesses they represent; but all are fine examples of high-grade composition. (Nos. 21-22-23.) The news service of the *Republican-Herald* is peerless, its editorial style refined and educated, and in typographical styles, makeup, presswork, and ad-composition, few dailies are brought up to as high standards. The pages of this sheet all go as evidence to prove the complete and modern equipment of the plant from which they are issued, as further exploited in the special articles in this special Easter-time edition. It would be impossible in a brief criticism like this to cite and commend all the good features with which this ponderous publication is replete—a whole special four-page article would be necessary to fully describe and praise it—but we will conclude, congratulating the Republican-Herald Publishing Company upon the success of their publication generally and upon the success of this special edition in particular.

"OUR COUNTRY COUSINS"*

BY COL. W. G. STERRETT, DALLAS NEWS.

BY the country cousins, as I take it, is meant that element of the newspaper fraternity which is fortunate, or unfortunate, as one wants to view it, who does not live in large towns, or to be more specific, that element which so far has not arrived at the high station of managing editors or the higher station of writing things for the managing editor to change, mutilate and cut in the excerise of that deep and vast wisdom which seems alone to be vouchsafed in this life to managing editors. In other words, the term here applied is meant to enfold the men who publish the weekly papers in the smaller towns, the men who write editorials, keep the books, if any are kept, buy the necessaries of the office, aid in setting up the type, in running the press, dunning the subscribers, backing up the leaders of the party, hurling anathemas at those who are sacrilegiously inclined toward the platform, and aided to some extent alone in these labors by the boy hired in the office. There is something in the term that I confess I do not like. It carries with it a disparagement of those to whom it is applied. That is a general or popular way of looking at it. The town dandy and the town belle in speaking of the country cousins invariably leave the intimation or suggestion that there is a difference between them and him or her. There is the accent on the country, that the aforesaid cousin, if a male, is earthy, incases his feet in thick leather, wears goat whiskers and is lacking both in culture and that refinement which strict attention to the uses of good breeding inculcates, or if the cousin is a girl, that she is good, raw, thick about the waist and so frightfully timid as to create the impression that she has lived mostly where they milk the cows, and hence knows more about weaning calves and setting hens than she does about the ideal which a high-flying social civilization of the female sort feel it necessary to worship in order to be all that woman should be.

"When a man in our business seriously speaks of an editor in a smaller town as his 'country cousins,' he means right then and there to declaim his superiority over his friend in the knowledge of the world, in his higher refinement and, all in all, in his better citizenship. But rarely is the term applied in this way. It is applied jocularly in most cases, and then it becomes almost affectionate because it is a term of most friendly intimacy. In Texas few of us have not been 'country cousins.' Some of us may flatter ourselves that we have moved to the city, or that the town has grown to a city around us, but we have no cities in Texas. We have good large towns, many larger in our minds than they really are, but we really have no cities. So we can safely say we are all 'country cousins,' if distinctions are to be based on the size of the towns, but it may be that those who write on the great dailies of the State are to be goatherded from the sheep who work on the weeklies. If this is a distinction, it is well made, for while we have no cities, as cities are counted in this age, we have newspapers as great in every way as men ever published in the largest of cities.

"As I have no pecuniary interest in any newspaper, and am now, as I have always been, no more on the paper with which I am connected than any other paid employe, I can, without incurring the suspicion of boasting, say that we have the best daily papers in Texas of any State in the south, and to those who are not fascinated with sensational newspapers, we have as good as are published in this Union. I am not giving credit to the men who make them thus, for I look at these papers with no particular pride in the personal genius which gives them birth. I draw no distinction between the men who issue them and the men who issue the weekly papers. I look farther behind them, both of them, and clap my hands in real pride and joy to know that my people demand what they get, that is, newspapers of the highest and most respectable character, and will have nothing less. And yet the editors are not without credit for they taught the people in the first place the worth of respectable journalism and the people now demand it of them. The newspaper is not as the genius of the individuals make it; they are as the people will. No editor, however great, can set at defiance their literary tastes, their demand for news, but in a proper shape, and their inexorable law, that decency shall always be observed in the columns of his paper.

"The editor and worker on the daily paper is as the editor and worker on the weekly paper. The former can no more be his master than can the latter. Each must serve his master—the public—or each must die in his business. Hence there is no distinction between them. Certainly not enough for either to consider the other a whit inferior. Each aids the other to the extent that if one were to go out of existence the other would grope in darkness. The daily man furnishes the news of the world to the weekly man. Without the daily man, the weekly man would find it hard sledding to keep going unless he condemned himself to everlasting local discussion.

"And I have never known any newspaper which devoted itself wholly to the discussion of local affairs which did not come to an untimely end, either through the loss of patronage or the taking off of the editor, for that paper which discusses, as a specialty, neighborhood affairs must discuss neighborhood differences. Neigborhood differences are as sands of the sea in number, and the editor, in taking sides in each, which he must do, loses friends, though he may be victorious in each fight until the number of his combats leaves him without any friends at all. How pleasant it is, then, when pushed almost into a neighborhood row, for him to fly for refuge to the daily paper and there find relief in the opportunity of discussion, whether the news item about Rojestvensky seeking Togo is worth serious consideration.

"I have, in my experience, seen weekly newspapers literally snatched from the jaws of death by its editor taking the daily to task for infidelity to party instead of going into a neighborhood row that actually yawned for him that it might destroy him. I am proud to say that I have been the means of escape of many of my 'country cousins' on more than one occasion. I have been read out of the party by some of them who were in political and other troubles at home and sought safety in raising a row with patient and peaceful me.

"But the benefits to the country paper, if we are to call it this, coming from the publication of the daily, are far less than those coming to the daily from the publication of the weekly. The daily paper is a complex affair. It requires all sorts of ability in it, or at least all sorts of human peculiarities on it, for the men who can write a strong editorial can rarely write a good paragraph, and a good paragrapher can not write a strong editorial. I was fortunate enough to be intimate with the best paragrapher the country ever produced, Harry Merrich of the Washington *Post*. No man ever gave an expression to a thought in a more scintillating and pungent way, and his fame became world-wide. But he stalled if he had to go ten lines. Watterson is counted as fine an editorial writer as any country ever produced, yet he can not say that white is not black in less than twenty lines, and he feels that the breed of paragraphers ought to be exterminated. There are men who are good on descriptions and can not handle facts, and men who can handle facts and then

chew up a dollar's worth of pencils trying to think of something to say, when they have given them in their bare, naked way."

"Another thing about a daily newspaper, and that is that every man on it is given plenty to do in his particular line of work. Managing editors do not have a habit of dropping in and telling one of these workers to run out and enjoy himself in a few idle moments. Here and there on the force a man is put on the force to see what is going on generally. His business is to know what the people are doing. He can not know it unless he has a large sweep of the eye. It is a country paper which furnishes him the information; without it, his paper can be said to be ignorant. To be sure, it may have a man at both the State and National capitals, and they can tell what State and National bodies are doing, but even with this information, his paper is not informed, because it does not know the life, the feeling, the thought of its neighborhood, of its people. Only in the editorial columns of the weekly paper can exact direction of the public mind be ascertained, for the 'country cousin'—as he is called here in deference by my brothers who prepared the program for this meeting—keeps his eyes strictly on the gun, so to speak. He discusses the subject uppermost in the thoughts of his neighborhood and to the best of his ability gets on the strong side. If there are no great issues at stake, then, of course, he will adhere to principles, though he sinks in his fidelity to what he believes to be right. If the public mind is on crops, crops it is, in his editorials. If the public mind wants certain legislation, legislation is desired in the editorial columns. In politics the editorial column is almost infallible as a guide for the ascertainment of the views of the locality, and in this is the inestimable value of a country paper to the daily paper. It is not only in this way that the weekly is an aid to the daily paper, for without any exaggeration, the former contributes the sinews of prosperity to the latter.

"From my experience I have no hesitancy in stating that in no State like that of Texas where large cities do not exist, and where the large dailies must depend for their extended growth on the circulation beyond the limits of their own town, can such papers prosper unless they at least command the respect of the country papers. If they command this respect and are fortunate enough to command their friendship also, the road to wealth and influence is open to them and easy to travel. But if they are unceasingly condemned by the weekly press, the latter's influence will be felt in their impressing their people with their antagonism to such dailies, and it is from these very people that the dailies must have their food in order to exist. The wise man on the daily paper knows this. He knows there is more or less sentiment in the flintiest business transaction, and conducting a paper is purely a business transaction, more or less flinty.

"He knows also that the most powerfully effective sentiment is that of friendship. He wishes to secure this from the weekly paper for through it he reaches the public. In the larger cities there is not so much in gaining the respect and friendship of the public, though some of this respect must be had, for in the congested centers it is the news alone that is demanded, and it is dished out in that way which owners and managers of the paper think most palatable to the public taste. The difference between the daily papers in the sparsly settled communities like Texas and the congested communities like New York, Illinois and Pennsylvania, is that we have to be more decorous, if the word may be used, in the former, because there is a tomorrow, while in the latter States we can be sensational, inconsiderate, and even thoughtless, because it is all today to a great extent with both paper and people. I mean no flattery to ourselves in this statement. I do not admit any hypocrisy in our actions in trying to get along with our people and to prosper by it. The country cousin is as solicitous of the good opinion of his people as we are solicitous for the good opinion of our people. We respect public opinion. He does the same. We are often in error, because we are not angels.

"He himself does not fly. All in all, he is no worse nor better than we, and we are not his superiors in intelligence, honor or manliness. We are kith and kin, and spurred by the same ambitions. Here and there we may be spiteful and descend to the lower depths by misrepresenting each other, but such cases are rare in these times. I ask to be excused for reference to myself on the ground that I am assigned by my paper to the daily pleasure of a meeting with my country cousins, and have thus come to know them and their people as well as any one could know them who is not brought in personal contact with them.

"All in all, nearly a thousand papers of the State, dailies and weeklies, come to my desk every week. Through them I have not only learned the communities and the trend of their thoughts, but I have come to know the editors. I know every placid, smooth-tempered one. I know every irascible one. I know the politics, as far as his paper shows, of every one of them, for I have, for over six years, with a few months excepted, done nothing but read what they write and consider what they say. I have worked in nearly every department of a newspaper except the mechanical. I have, in the course of my work, been thrown with great men and historic characters. Yet I have no hesitancy in saying that I get more real enjoyment from my contact in my work with my country cousins than from any labor I ever performed, and that I like their character and company better than that of any men I ever met."

*From Address read before Texas Press Association.

"QUALIFICATIONS OF AN EDITOR"*

BY W. A. JOHNSON, MEMPHIS, TEXAS, HERALD.

FOR the basic principles of success in the newspaper business I would name intelligence, industry and enterprise. We must have, in the first place, sufficient intelligence to discuss the public questions as they present themselves in the community. We must have unrelenting industry and energy to push our advantages and make advantages to present themselves, whether they do so or not. We must then have the enterprise to take advantage of them and make the most of them.

It has been my experience that a lack of industry is one of the most grievous faults of the country editor. He is not prompt with his work. He does not push his business; but on the contrary, lets it push him. The people will stand for this only until they can do better, and a more up-to-date competitor comes along and absorbs the business. Let us push our work from early morning until late at night, and regard it as of just as much importance as the bank or mercantile establishment. It is just as legitimate and to make it a success we must use the same pluck and energy. Enterprise is but another name for being up-to-date and modern in our methods. I have seen more newspapers die from a lack of enterprise on the part of its editor than from any other source. Make your columns sparkle with bright local happenings, crisply and entertainingly told, and you will catch the public eye and warm to a close spot in the public affection.

The job printing department is often the author of the shortcomings of the country paper. The entire attention of the office force is given to the preparation of job work for from three to five days in the week, and when the next issue is once more thought of, it is only after the cream of the week's local news has passed out of the memory and been forgotten, and to scrape up a few little jokes, a few little slashes out of the leading daily papers, and slap in the columns a few chunks of boiler plate and go to press is often the result. No wonder the reader soon throws it aside with the disgusted expression, "There's nothing in it." I saw some time ago in a small West Texas paper a statement that they would not issue again for a month on account of a certain named large job of printing they had on hand. I thought at the time that it was remarkable, but I believe it was better judgment on the part of the editor than to have issued a makeshift paper of no interest while the work was going on. I believe beyond any doubt that the job printing business in the country printing office is responsible in a greater degree than any other one thing for the failure and shortcomings of the country press. The seeming profits of the job, as it is presented, overshadows the importance of maintaining the high standard of the weekly issue of the paper. Hence, I would be glad to hail the day when the businesses may be entirely separated from each other and no longer will one act as a stumbling block and a hindrance as it does today.

As to the matter going to make up the contents of the weekly issue, I would place it on a high plane, for the family paper is the successful one in every locality. You will find the paper which is popular with the women and children is the one which will always be found on the library tables.

American Type Founders Company

A Body Type of Much Merit

Cheltenham Oldstyle

A Good Type for Universal Use

Sold at Body Type prices in 25-lb fonts and multiples 6 to 18 Point

12 Point

There are seven sizes of Cheltenham that are adaptable for body type purposes—six, eight, ten, eleven, twelve, fourteen and eighteen point. These sizes are sold in fonts weighing twenty-five pounds and multiples, at regular body type prices. Cheltenham is sold also in complete job fonts, from 6 point to 72 point, fourteen sizes. Plenty of Cheltenham is *always carried in stock* at all the selling houses of the American Type Founders Company. This type face has made a place for itself in the printing world, and that place is at the top. An excellent body letter for many every-day purposes

12 Point Cheltenham Oldstyle 42c lb in 25-lb fonts and multiples

10 Point

A type suitable for a dainty brochure, for a merchant's catalogue, or a newspaper ad—that's Cheltenham, the world winner of types. Primarily, this face was perfected with a view to great legibility. Printers want perfect type—type that will always line just right and has the greatest wearing qualities. These qualities appear in Cheltenham and in all other types made by the American Type Founders Company.

10 Point Cheltenham Oldstyle 46c lb in 25-lb fonts and multiples

11 Point

Cheltenham is a most excellent body type for magazines, trade papers, also for educational and other periodicals, for a vast range of booklets and other literature devoted to advertising. The eye is not wearied by prolonged reading of Cheltenham print and this type will set 20 per cent more matter in a given space than *any other body letter*

11 Point Cheltenham Oldstyle 44c lb in 25-lb fonts and multiples

Prices for Body Fonts of Cheltenham

6 Point per pound	$0 64
8 Point per pound	52
10 Point per pound	46
11 Point per pound	44
12 Point per pound	42
14 Point per pound	40
18 Point per pound	40

In 25-lb fonts and multiples. Special prices on fonts of 500, 1000, 2000, 3000, 4000 and 5000 pounds. All prices subject to our usual discounts.

6 Point

Cheltenham is a plain clear type, that possesses vast merit. There is no type other than Cheltenham that will so clearly and strongly display so much matter in so little space. That is why Cheltenham is commercially meritorious—the element that makes a customer, should an invitation to trade be offered in a neat booklet, in a newspaper advertisement or a simple announcement in leaflet form. Cheltenham fits well and looks well in all of them. Cheltenham has won the approval of the printing world *by its effective simplicity*—by its wonderful adaptation to printing needs. Nearly all the magazines have Cheltenham, and many big weeklies. Also the magnificent publications now devoted to printing. For the body letter of magazines, periodicals, books, folders, class and trade papers, Cheltenham may be used with pleasure and profit.

6 Point Cheltenham Oldstyle 64c lb in 25-lb fonts and multiples

8 Point

Cheltenham appears freely in the big city dailies and in many hamlet weeklies, also in the vast "in between" classes of publications. Cheltenham type has been chosen to exploit more high grade mercantile advertising lately before the public than any other type face. Study the Cheltenham specimen sheets until the type may be readily identified in every day service. Then note the universality of its use in magazines, newspapers, booklets and other business literature. *Cheltenham will confront the eye everywhere* as the investigation progresses.

8 Point Cheltenham Oldstyle 52c lb in 25-lb fonts and multiples

Cheltenham Job Fonts

6 Point	20 A	$0 90
	40 a	85 $1 75
8 Point	18 A	$1 00
	36 a	1 00 $2 00
10 Point	16 A	$1 10
	32 a	1 05 $2 15
11 Point	15 A	$1 15
	30 a	1 10 $2 25
12 Point	15 A	$1 25
	30 a	1 25 $2 50
14 Point	12 A	$1 45
	24 a	1 30 $2 75
18 Point	10 A	$1 65
	18 a	1 35 $3 00
24 Point	7 A	$1 95
	12 a	1 60 $3 50
30 Point	6 A	$2 50
	9 a	1 75 $4 25
36 Point	5 A	$2 60
	8 a	1 90 $4 50
42 Point	4 A	$3 05
	6 a	2 20 $5 25
48 Point	4 A	$4 00
	6 a	2 75 $6 75
60 Point	3 A	$4 85
	4 a	3 15 $8 00
72 Point	3 A	$6 40
	4 a	4 10 $10 50

Write our nearest house for complete specimens showing the Cheltenham group of successful types—the Roman, *the Italic*, **the Bold**. To which we have added the Bold Italic, and will have specimens ready at an early date. Another sure winner.

14 Point

Business men ask for Cheltenham because it tells their trade messages in small space yet very distinctly. They will go where Cheltenham is—to your printery or that other one. It's a mighty type success, having printing merit and pleasing merit, something that always helps the printer, *then helps the buyer of fine printing*

14 Point Cheltenham Oldstyle 40c lb in 25-lb fonts and multiples

18 Point

Primarily Cheltenham Oldstyle differs from other type faces in that it was designed solely with a view to great legibility. That was accomplished so well by the American Type Founders Company that Cheltenham quickly became *the real type success of the times*

18 Point Cheltenham Oldstyle 40c lb in 25-lb fonts and multiples

All prices are subject to our usual discounts. Special prices on fonts of 500, 1000, 2000, 3000, 4000 or 5000 pounds ordered at one time

FIRST SHOWING OF THE BODY TYPE SIZES OF LOWELL SERIES MADE BY THE KEYSTONE TYPE FOUNDRY, PHILADELPHIA AND NEW YORK. ¶ SIZES UP TO 84-POINT WILL BE READY SHORTLY

EXTRACT FROM A LETTER WRITTEN BY THE REVEREND HOMER WILBUR, A. M., SPEAKING ABOUT CHURCH WORK

If I know myself, and surely a man can hardly be supposed to have overpassed the limit of fourscore years without attaining to some proficiency in that most useful branch of learning, I have no smack of that weakness which would press upon the publick attention any matter pertaining to my private affairs. But since the following letter of Mr. Sawin contains not only a direct allusion to myself, but that in connection with a topic of interest to all those engaged in the publick ministrations of the sanctuary, I may be pardoned for touching briefly thereupon. Mr. Sawin was never a stated attendant upon my preaching, never, I believe, even an occasional one, since the erection of the new house in 1845. He did, indeed, for a time, supply a not unacceptable bass in the choir; but, whether on some umbrage taken against the bass-viol, then, and till his decease in 1850, under the charge of Mr. Asaph Perley, or, as was reported to us by others, on account of an imminent subscription for a new bell, thenceforth he absented himself from all outward and visible communion. Yet he seems to have preserved, as it were, in the pickle of a mind soured by prejudice, a lasting scunner, as he would call it, against our staid and decent form of worship: for I would rather in that wise interpret his fling, than suppose that any chance tares sown by my pulpit discourses should survive so long, while good seed too often fails to root itself. I trust that I have no personal feeling in the matter: though I know that, if w sound any man deep enough, our lead shall bring up the mud of hum nature at last. The Bretons believe in an evil spirit whose office it is t make the congregation drowsy; and though I have never had reason think that he was specially busy among my flock, yet I have seen enou to make me sometimes regret the hinged seats of the ancient meeting-ho whose lively clatter, not unwillingly intensified by boys beyond eye-sh of the tithing-man, served at intervals as a wholesome reveil. It is tr I have numbered among my parishioners some who are proof against t prophylactick fennel, nay, whose gift of somnolence rivalled that of C tan Rip Van Winkle, Epimenides, and who, nevertheless, complained

8-POINT

A POEM WRITTEN TO MR. HOSEA BIGLOW

It's some consid'ble of a spell sence I hain't writ no letters,
An' ther' 's gret changes hez took place in all polit'cle metters:
Some canderdates air dead an' gone, an some hez ben defeated,
Which 'mounts to pooty much the same; fer it's ben proved repeated
A betch o' bread thet hain't riz once ain't goin to rise agin,
An' it's jest money throwed away to put the emptins in:
But thet's wut folks wun't never larn; they dunno how to go,
Arter you want their room, no more'n a bullet-headed beau;
Ther's ollers chaps a-hangin' roun' thet can't see pea-time's past,
Mis'ble as roosters in a rain, heads down an' tails half-mast:
It ain't disgraceful bein' beat, when a holl nation doos it,
But Chance is like an amberill,—it don't take twice to lose it.

I spose you're kin' o' cur'ous, now, to know why I hain't writ.
Wal, I've ben where a litt'ry taste don't somehow seem to git
Th' encouragement a feller 'd think, thet's used to public schools,
An' where sech things ez paper 'n' ink air clean agin the rules:
A kind o' vicyvarsy house, built dreffle strong and stout,
So 's 't honest people can't git in, ner t'other sort git out,
An' with the winders so contrived, you'd prob'ly like the view
Better alookin' in than out, though it seems sing'lar, tu:
But then the landlord sets by ye, can't bear ye out o' sight,
And locks ye up ez reg'lar ez an outside door at night.

6-POINT

An' you may see the taters grow in one poor feller's patch,

PRICES OF LOWELL SERIES

JOB FONT PRICES

6-Point . . .	28 A	$0.85	. . .	55 a	$0.90	. . . Font, $1.75
8-Point . . .	26 A	1.05	. . .	50 a	.95	. . . Font, 2.00
10-Point . . .	20 A	1.10	. . .	40 a	1.05	. . . Font, 2.15
12-Point . . .	20 A	1.30	. . .	36 a	1.20	. . . Font, 2.50
14-Point . . .	16 A	1.40	. . .	32 a	1.35	. . . Font, 2.75
18-Point . . .	12 A	1.50	. . .	24 a	1.50	. . . Font, 3.00

WEIGHT FONT PRICES

SIZE	25 POUNDS	500 POUNDS	1000 POUNDS	2000 POUNDS	3000 POUNDS
6-Point .	$0.64	$0.62	$0.61	$0.59	$0.57
8-Point .	0.52	0.50	0.49	0.48	0.47
10-Point .	0.46	0.44	0.43	0.41	0.40
12-Point .	0.42	0.40	0.40	0.39	0.38
14-Point .	0.40	0.40	0.40	0.39	0.38
18-Point .	0.40	0.40	0.40	0.39	0.38

Cast of Nickel-Alloy Type Metal, on Universal Line, and is Point Set. This series has no overhanging characters.

WARNING

This Series Patented March 21, 1905, and is Registered in England. Reproduction in type metal, brass, wood or as matrices, punches, dies or drives is positively forbidden. Infringers will be prosecuted by Keystone Type Foundry.

SEE FOLLOWING PAGE FOR LARGER SIZES

ON LETTER OF INQUIRY RECEIVED CONCERNING THE LITERARY REMAINS OF LATE MR. WILBUR

I think I could go nearer to being a perfect Christian if I were always a visitor, as I have sometimes been, at the house of some hospitable friend. I can show a great deal of self-denial where the best of everything is urged upon me with kindliest importunity. It is not so very hard to turn the other cheek for a kiss. And when I meditate upon the pains that are taken for our entertainment in this life, on the endless variety of the seasons, of human character and fortune, on the costliness of the hangings and furniture of our dwelling here, I sometimes feel a singular joy in looking upon myself as God's guest, and cannot but believe that we should all be wiser and happier, because more grateful, if we were always mindful of our privileges in this regard. And should we not rate more cheaply any honor that men could pay us, if we remembered that we sat every day at the table of the Great King? Yet must we not forget that we are in strictest bonds His servants also; for there is no impiety so abject as that which expects to be dead-headed through life, and which, calling itself trust in Providence, is in reality asking Providence to trust us and taking up all our goods on false pretences. It is a wise rule to take the world as we find it, not always to leave it so. It has often set me thinking when I find that I can always pick up plenty of empty nuts under my shag-bark tree. The squirrels know them by their lightness, and I have seldom seen one with the marks of their teeth in it. What a school-house is the world, if our wits would only not play truant! For I observe that men set most store by forms and symbols in proportion as they are mere shells. It is the outside they want and not the kernel. What stores of such do not many, who in material things are as shrewd as the squirrels, lay up for their spiritual winter-supply

10-POINT

FIRST SHOWING OF THE BODY TYPE SIZES OF LOWELL SERIES MADE BY THE KEYSTONE TYPE FOUNDRY, PHILADELPHIA AND NEW YORK. ¶ SIZES UP TO 84-POINT WILL BE READY SHORTLY

THE FIRST MEETING OF JAMES RUSSELL LOWELL AND MARIA WHITE AFTERWARDS HIS WIFE—THE UNION THAT WAS MADE IN HEAVEN

Lowell first saw Maria White on the first day of December, 1839. At the moment, I suppose, he did not know that it was preordained that they should be one. Mr. Norton has hunted out an early letter of his w
His sister is a very pleasant and plea
more familiar, however, with modern
is that their union was made in heav
lived one life. She was exquisitely b
as I look back on what I know of it,
other experience which did her no har
Convent in Charlestown before it was
most charming women who ever live
young women of exquisite sensitivene
sure to give, made the great Watertow

14-POINT

THE BOYHOOD HOME AND EARLY LIFE OF JAMES RUSSELL LOWELL—AT HARVARD

One cannot conceive more fortunate or charming conditions than those of the boyhood and early education of James Russell Lowell. You may study the babyhood and boyhood of a hundred poets and not find one home like this. His father, the Rev. Charles Lowell, was the minister of a large parish in Boston for more than fifty years. Before James was born, Dr. Lowell had moved his residence from Boston to Cambridge, to the home which was afterwards called Elmwood. So much of Mr. Lowell's poetry refers to this lovely place, as beautiful now as it was then, that even the far-away readers will feel a personal interest in it. The house, not much changed in the last century, was one of the houses deserted by the Tory refugees of Cambridge at the time of the Revolution. On the steps of this house Thomas Oliver, who lived there in 1774, stood and heard the demand of the freeholders of Middlesex County when they came to bid him resign George the Third's commission. He was lieutenant-governor of Massachusetts and president of the council. But by the charter of the province councilors were to be elected. Thomas Oliver became, therefore, an object of public resentment. He was waited upon by a committee of gentlemen of the county on the morning of September 2, 1774, at this place, not then called Elmwood. At their request he

12-POINT

THE HAPPINESS OF LOW
WAS SHATTERED BY T

He spent the summer of the n
went again to Europe, and ret
and, with the opening term of
heartily and energetically on t
was once gentleman named A
wish at this late moment to ex
left to Harvard College, as early as 1815, the foundation for the Smith Professorship of the Modern Languages; he was a graduate of Harvard College in the year 1764, "went into business" as our New England phrase has it, and became rich, as that word was used in those early

18-POINT

SEE PRECEDING PAGE FOR SMALLER SIZES AND PRICES

WITH twofold pleasure THE LINOTYPE COMPANY exhibits on the two following pages some of the possibilities of THE LINOTYPE on rule and figure work with the NEW ROGERS TABULAR SYSTEM. First—because a great time, labor and money saving system has thus been perfected; and, Second—because it belongs to the Linotype and broadens in a wonderful degree the scope of that most valuable and necessary adjunct of the modern printing office.

The new device can be attached to any Linotype; the most intricate table work can be composed with its aid at a high rate of speed; the slugs are set straight across, the brass column rules remain rigid, and a substantial saving of time is effected in make-up, imposition, lock-up and make-ready on press.

This improvement is a decided step in advance of anything that has been heretofore accomplished, and it should be thoroughly investigated by every printer. Complete details and particulars will be given on application.

MERGENTHALER LINOTYPE COMPANY

NEW YORK CHICAGO SAN FRANCISCO NEW ORLEANS

DISTRICT OF COLUMBIA.

TWENTY-FIVE YEARS' BUSINESS—1880 TO 1904, INCLUSIVE.

COMPANIES.	Years Doing Business.		1880 to 1903, Inclusive.					1904.				
	Began in State.	No. of Years.	Risks Written.	Premiums Received.	Losses Paid.	Per Ct. Loss to Risks.	Per Ct. Loss to Prems.	Risks Written.	Premiums Received.	Losses Paid.	Per Ct. Loss to Prems.	Losses Incurred.
Aachen and Munich, Prussia	1897	8	$1,764,344	$21,356	$14,872	.0084	69.6	$258,892	$3,020	$2,529	83.7	$4,279
Ætna, Connecticut	1880	25	27,273,932	164,928	58,853	.0021	35.7	828,900	7,517	4,587	61.0	5,635
Agricultural, New York	1471880	24	9,639,958	64,716	29,170	.0030	45.0	1,452,300	10,415	1,922	18.5	2,246
Allemannia, Pennsylvania	1901	4	311,645	2,756	218	.0007	7.9	180,870	1,761	9	0.5	9
American, Massachusetts	3111888	8	445,183	2,560	254	.0005	9.9	83,834	665	75	11.3	75
American, New Jersey	1880	25	4,820,608	31,750	12,729	.0026	40.1	350,830	3,535	360	10.2	312
American Central, Missouri	1886	19	3,473,954	21,072	4,453	.0013	21.1	197,494	1,777	1,680	94.5	.....
American Fire, Pennsylvania	1880	25	29,837,800	150,957	43,611	.0015	28.9	714,680	5,021	1,851	36.8	1,959
Arlington, District of Columbia	1880	25	86,109,826	410,517	101,640	.0012	24.7	3,435,046	25,986	5,264	20.3	5,264
Assurance Company, New York	1903	2	101,228	1,167	.....	.....	.....	191,221	1,188	52	4.3	.....
Atlas, England	1893	12	5,650,944	38,295	19,116	.0034	49.9	453,630	4,200	1,530	36.4	3,926
Boston, Massachusetts	1898	7	1,124,009	9,056	1,080	.0009	11.9	332,637	2,934	69	2.4	69
British America, Canada	1882	23	4,585,416	39,500	29,700	.0065	75.1	223,342	2,055	155	7.5	220
British American, New York	1903	2	49,800	683	.....	.....	.....	61,850	686	23	3.3	23
Buffalo Commercial, New York	1904	1	.....	.....	.....	.....	.....	124,850	1,433	30	2.1	30
Buffalo German, New York	1880	25	6,758,787	40,471	8,923	.0013	22.0	181,400	1,298	13	1.0	13
Caledonian, Scotland	1221890	14	4,829,799	44,455	35,771	.0074	80.4	410,180	4,409	214	4.8	3,859
Citizens, Missouri	1897	8	1,159,278	14,294	10,187	.0088	71.2	434,529	5,392	3,117	57.8	1,963
Colonial, District of Columbia	1900	5	5,139,920	29,249	4,816	.0009	16.4	1,894,362	12,843	3,731	29.1	3,597
Colonial Assurance, New York	1898	7	567,925	5,221	550	.0009	10.5	151,808	1,794	1,991	110.9	496
Columbia Fire, Dist. of Col	1221881	23	79,620,392	446,021	106,007	.0013	23.7	2,545,879	20,875	2,460	11.8	2,460
Commercial, Dist. of Columbia	1896	9	30,522,358	137,808	36,596	.0012	26.5	3,509,517	27,614	6,135	22.2	6,043
Commercial Union, England	1880	25	18,565,025	145,315	65,024	.0035	44.7	913,981	11,384	4,094	36.8	4,699
Continental, New York	1551880	16	15,565,405	104,330	39,031	.0025	37.4	1,697,842	14,005	1,662	15.6	2,033
Corcoran, Dist. of Columbia	1061880	24	71,901,231	328,418	88,023	.0012	26.8	2,961,790	18,460	2,324	12.5	2,324
Delaware, Delaware	1903	2	55,800	346	.....	.....	.....	71,713	462	.....	.....	.....
Delaware, Pennsylvania	1891	14	5,674,370	36,845	12,216	.0021	33.2	180,945	1,682	1,076	63.9	1,085
Dutchess, New York	1904	1	.....	.....	.....	.....	.....	164,639	1,602	50	3.1	51
Equitable Fire and Marine, R. I	1321880	23	1,883,096	10,409	2,127	.0011	20.4	132,433	1,039	18	1.7	18
Farmers Fire, York, Pa	1890	15	1,659,963	13,161	7,166	.0043	54.4	118,718	1,187	187	15.7	187
Federal, New Jersey	1903	2	133,576	1,961	.....	.....	.....	257,755	2,470	1,507	61.0	7
Fire Association, Pennsylvania	1880	25	10,750,787	95,004	56,571	.0053	59.7	490,987	5,115	2,114	41.3	2,239
Fire Ins. Co. of Co. of Phila., Pa.	1889	16	2,404,594	16,615	6,227	.0026	37.4	95,125	839	55	6.6	55
Fireman's Fund, California	1880	25	7,052,061	54,128	30,720	.0043	56.7	582,814	4,901	2,213	45.1	2,203
Firemen's, Dist. of Columbia	1291880	23	111,770,810	539,529	110,828	.0009	20.5	6,482,787	37,230	13,746	36.9	13,746
Firemen's, New Jersey	1884	21	4,374,469	25,695	18,221	.0042	70.9	316,210	2,488	27	1.1	2,027
Franklin, Dist. of Columbia	1880	25	94,075,952	465,480	140,407	.0015	30.1	.....	.....	.....	.....	.....
Franklin Fire, Pennsylvania	1880	25	5,440,041	35,931	14,596	.0027	40.6	216,546	2,242	1,678	74.8	21
Georgia Home, Georgia	1281889	14	2,430,458	22,083	15,236	.0063	68.9	132,750	1,799	3,684	204.7	2,500
German, Freeport, Ill	1904	1	.....	.....	.....	.....	.....	332,085	2,312	.....	.....	.....
German Alliance, New York	1897	8	3,172,894	33,783	12,731	.0040	37.6	255,782	3,188	501	15.6	4,236
German American, Dist. of Col	1880	25	70,135,094	378,240	89,952	.0013	23.7	3,497,443	17,390	3,945	22.7	3,913
German American, Maryland	1902	3	77,400	780	358	.0046	45.9	55,225	517	8	1.5	8
German American, New York	1291880	23	19,298,748	140,480	70,048	.0036	49.8	3,810,189	28,272	5,510	19.4	5,790
German Fire, Peoria, Ill	1903	2	166,250	2,354	692	.0042	29.3	372,555	3,755	2,529	67.3	2,529
Germania Fire, New York	1883	22	11,580,718	65,632	11,578	.0009	17.6	537,860	3,679	68	1.8	811
Girard Fire and Marine, Pa	1880	25	17,410,231	89,051	26,880	.0015	30.1	310,133	2,068	81	3.9	81
Glens Falls, New York	1880	25	11,392,129	63,410	25,722	.0023	40.5	559,795	3,564	3,011	84.4	2,929
Globe and Rutgers Fire, N. Y	1904	1	.....	.....	.....	.....	.....	136,050	1,670	.....	.....	.....
Hamburg Bremen, Germany	1880	25	6,065,774	37,684	12,243	.0020	32.4	437,271	4,180	2,961	70.8	1,961
Hanover Fire, New York	1880	25	7,815,708	66,243	36,428	.0047	54.9	626,102	4,871	1,098	22.5	1,393
Hartford Fire, Connecticut	1880	25	14,657,685	139,160	83,620	.0057	60.1	1,379,623	14,106	4,730	33.5	3,579
Home, New York	1880	25	35,249,876	291,488	98,332	.0028	33.7	2,158,256	21,529	2,745	12.7	3,204
Home F. and M., California	1898	7	1,379,313	11,114	1,561	.0011	14.0	562,818	4,950	623	12.5	623
Indemnity Fire, New York	1898	7	380,479	4,329	1,479	.0038	34.1	109,574	1,231	1,768	143.6	2,004
Indianapolis Fire, Indiana	1904	1	.....	.....	.....	.....	.....	102,200	1,208	.....	.....	.....
Insurance Co. of N. America, Pa.	1880	25	19,472,916	148,499	74,993	.0038	50.5	953,804	8,719	2,013	23.2	2,209
Jefferson Fire, Pennsylvania	1904	1	.....	.....	.....	.....	.....	253,850	2,207	74	3.4	74
Law Union and Crown, Eng	1899	6	312,901	3,587	409	.0013	11.4	77,246	931	132	14.1	127
Liv. and Lon. and Globe, Eng	1551880	16	38,662,524	267,051	119,647	.0031	44.8	1,443,226	15,373	2,501	16.3	2,328

SPECIMEN ROGERS' NEW TABLE SYSTEM.

Printed by Unity Press, New York, **Direct from Brass Rule and Slugs** cast from Matrices of German No. 1 Figures on Mergenthaler Linotype Machine.

Sample Page from "Fire Insurance by States," 1905, Courtesy of Charles A. Jenney, F. S. S.

DISTRICT OF COLUMBIA.

TWENTY-FIVE YEARS' BUSINESS—1880 TO 1904, INCLUSIVE.

COMPANIES.	Years Doing Business.		1880 to 1903, Inclusive.					1904.				
	Began in State.	No. of Years.	Risks Written.	Premiums Received.	Losses Paid.	Per Ct. Loss to Risks.	Per Ct. Loss to Prems.	Risks Written.	Premiums Received.	Losses Paid.	Per Ct. Loss to Prems.	Losses Incurred.
London and Lancashire, Eng	1883	22	$15,109,673	$78,594	$43,516	.0029	55.4	$574,854	$5,112	$2,460	48.1	$940
Lumbermen's, Pa	1904	1	.....	.....	.....	.....	.....	79,650	458	.....	.....	.....
Mercantile F. and M., Mass	1880	25	2,640,149	15,326	4,622	.0017	30.1	146,896	1,113	794	71.3	20
Milwaukee Fire, Wisconsin	1903	2	125,413	1,211	130	.0010	10.7	139,830	1,441	1,427	99.0	1,427
Milwaukee Mechanics, Wis	1896	9	2,846,969	21,320	8,761	.0031	41.1	680,915	5,157	1,256	24.3	1,256
National, Allegheny, Pa	3361887	9	437,122	2,904	1,385	.0032	47.7	88,350	901	.....	.....	.....
National Assurance, Ireland	1900	5	1,585,433	14,052	3,900	.0025	27.8	307,412	3,690	2,859	77.5	1,368
National Fire, Connecticut	1880	25	5,992,489	51,115	34,192	.0057	66.8	394,890	4,782	520	10.8	528
National Union, Dist. of Col	1880	25	76,198,015	438,613	114,617	.0015	26.1	4,778,362	26,413	2,267	8.6	2,567
National Union, Pittsburgh, Pa	1902	2	293,850	2,738	163	.0005	5.9	555,100	4,045	2,796	69.1	809
New Brunswick Fire, N. J	1904	1	.....	.....	.....	.....	.....	4,500	73	.....	.....	.....
New Hampshire Fire, N. H	1221882	22	5,714,322	42,551	15,202	.0027	35.7	718,490	6,724	574	8.5	1,370
New York Fire, New York	2031888	8	589,870	3,966	5,040	.0085	127.1	182,175	1,425	251	17.6	251
N. British and Mercantile, Eng	1880	25	17,725,695	118,402	55,634	.0031	46.9	4,616,503	28,590	6,028	21.0	6,232
Northern Assurance, England	1882	22	12,084,564	82,514	36,946	.0031	44.7	1,141,609	10,437	5,624	53.9	4,379
Northwestern National, Wis	1121880	24	49,524,157	254,255	60,964	.0012	23.9	4,643,309	25,388	4,694	18.5	5,512
Norwich Union, England	1880	25	26,793,967	167,368	74,342	.0028	44.4	1,358,710	14,259	10,576	74.2	11,864
Orient, Connecticut	1880	25	8,502,393	55,559	33,280	.0039	59.8	480,049	4,359	3,177	72.8	1,677
Palatine, London	1901	4	986,947	8,939	911	.0009	10.2	381,805	3,650	2,162	59.2	2,137
Pelican, New York	1899	6	169,948	1,458	28	.0001	7.9	59,775	703	286	40.7	236
Pennsylvania Fire, Pennsylvania	971880	24	6,828,568	60,542	19,579	.0029	32.3	415,000	4,151	1,587	38.2	1,472
People's Fire, Dist. of Columbia	1331889	15	24,408,969	166,915	44,453	.0018	26.6	2,500,944	13,535	1,288	9.5	1,288
Phœnix, Connecticut	1880	25	15,357,903	103,946	45,796	.0029	44.0	910,095	7,105	123	1.7	103
Phœnix, England	1880	25	8,407,976	75,522	39,100	.0046	51.8	608,611	7,835	1,503	19.1	1,207
Potomac, Dist. of Columbia	1121880	22	120,065,144	607,883	151,206	.0012	24.8	4,540,700	22,130	4,283	19.4	2,851
Providence Washington, R. I	1881	24	8,259,009	57,452	16,100	.0019	28.0	587,375	5,781	1,158	20.0	954
Queen Ins. Co. of America, N. Y	1892	13	4,542,316	35,772	20,532	.0045	57.3	475,085	5,061	2,369	46.8	2,344
Rochester German, New York	491884	20	2,224,117	14,445	6,034	.0027	41.7	133,377	1,173	1,016	86.6	16
Royal, England	1882	23	27,733,678	183,046	119,231	.0043	65.1	2,481,691	19,556	2,582	13.2	2,582
Royal Exchange, England	1898	7	2,219,257	16,672	12,729	.0057	76.3	1,660,757	13,129	6,041	46.0	4,874
St. Paul F. and M., Minnesota	1431887	17	1,981,494	17,068	10,294	.0051	60.3	187,469	1,990	2	.....	2
Security, Connecticut	1887	18	3,677,443	27,820	19,568	.0053	70.3	247,825	1,611	60	3.7	1,960
Skandia, Sweden	1901	4	1,035,799	7,978	412	.0004	5.2	310,831	2,534	648	25.5	672
Springfield F. and M., Mass	1880	25	7,939,986	65,155	37,367	.0047	57.3	1,052,295	10,054	7,785	77.4	7,034
Spring Garden, Pennsylvania	1886	19	3,919,752	15,662	1,845	.0004	11.8	203,075	1,417	150	10.6	150
State, England	1901	4	150,240	2,376	108	.0007	4.5	55,246	738	138	18.7	133
Sun, England	1281882	22	6,830,603	59,492	23,160	.0034	38.8	1,023,857	12,205	9,089	74.5	7,694
Toledo F. and M., Ohio	1904	1	.....	.....	.....	.....	.....	9,500	267	.....	.....	.....
Traders, Illinois	1771881	12	777,690	8,332	4,495	.0058	53.9	352,229	3,123	1,087	34.8	1,087
Union, Pennsylvania	1880	25	3,696,112	18,844	5,026	.0013	26.6	136,800	1,286	914	71.1	905
Union Assurance, England	1901	4	661,584	7,969	2,137	.0032	26.8	270,930	3,435	703	20.5	696
United Firemen's, Pa	1881	24	5,313,157	39,321	22,799	.0043	57.9	154,686	1,909	349	18.2	399
Virginia State, Virginia	1901894	9	1,791,026	21,558	12,703	.0071	58.9	231,550	3,380	2,641	78.1	2,641
Western Assurance, Canada	1882	23	5,356,448	53,197	45,565	.0085	85.6	397,401	4,815	86	1.8	61
Western, Pennsylvania	1902	3	265,300	3,209	212	.0008	6.6	125,075	1,541	248	16.1	700
Williamsburgh City Fire, N. Y	1880	25	3,918,173	29,434	9,031	.0023	30.6	340,570	3,548	1,065	30.0	1,065
102 companies in the State	1880–03	24	$925,381,730	$960,439	$821,115	.0021	35.5	$97,029,560	$737,159	$211,894	28.7	$209,260
46 companies left the State	1880–03	24	1,753,321	8,731	9,031	.0044	63.6					
60 companies ceased business	1880–03	24	11,977,751	12,357	33,751	.0030	47.5	731,563	9,633	12,791	19.1	
208 companies doing business	1900–04	5	$939,006,802	$980,527	$863,897	.0022	25.1	572,123	25,865	7,643	15.6	
Business transacted 1880 to 1904, inclusive	1900–04	5	$331,790,123	$151,523	$273,125	.0017	25.1	91,031	53,123	5,751	34.5	
	1890–99	10	503,151,010	772,633	531,722	.0021	47.2					
	1880–89	10	115,753,222	77,757	109,753	.0017	32.1	131,357	12,731	11,733	29.4	
217 companies doing business	1880–03	5	$939,006,802	$980,527	$863,897	.0022	37.4	$98,555,634	$838,511	$249,812	25.1	
Average rate of premiums	1880–89 .0054		1890–99 .0061		1900–04 .0067			1904. No. of companies... 111 1904. Rate of premiums... .0071 1900-04. Rate of premiums .0067				

SPECIMEN ROGERS' NEW TABLE SYSTEM.

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Sample Page from "Fire Insurance by States," 1905, Courtesy of Charles A. Jenney, F. S. S.

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UNITY PRESS NEW YORK

New York, May 3, 1905.

Mergenthaler Linotype Co.,

Tribune Building,

N. Y. City.

Gentlemen:

We esteem it a fortunate circumstance in being able to obtain one of the first sets of matrices of the Rogers system for tabular work on the Mergenthaler Linotype Machine and have applied it to the composition of a book entitled "Fire Insurance by States," by Charles A. Jenney, F. S. S., and published by The Underwriter Printing & Publishing Co., this city, consisting of nearly 150 tabular pages, of which we send you sample pages printed direct from slugs and brass rule on a cylinder press. The quality of the work indicates its excellence.

We must pronounce the result a magnificent success, the system being exceedingly simple in its operation. The ease and rapidity with which we are now enabled to construct tabular work insure such economy of time and money that we are impelled to tender you our congratulations on this latest achievement.

Very truly yours,

UNITY PRESS,

(Signed) Per Oswald Maune,

Vice-President and Manager.

Reproduced on the Linotype in 12-point Remington Typewriter.

"ARE PUBLISHERS AVAILING THEMSELVES OF IMPROVED FACILITIES FOR PRODUCTION AND DISTRIBUTION?"

BY E. E. GILMORE, WILLS POINT, TEXAS, CHRONICLE.

THE very first thing necessary for a country publisher to do is to employ in the conduct of his business those cardinal business principles, the application of which, or the lack, makes success or failure of any business. A newspaper is a business institution as distinctly and as clearly as any other enterprise where capital, labor and brains are combined, and the first thing for the country publisher to do is to thoroughly impress himself with that fact, and then impressing it on the community will be an easy matter. Improved facilities will avail a publisher who does not take advantage of them, nothing, and it is certain that he will never be able to take advantage of them unless the very best business methods are applied.

The improved facilities for the production of country newspapers that the genius of man has given us are many, chief of which is the power press, the old reliable, gasoline engine, the folding machine, modern type and other labor-saving devices and devices that save time and improve the work turned out. The day is not far distant when the country publisher can afford a typesetting machine, but the time is not yet. It must be admitted that there has been much improvement in the country offices in this particular within the past few years, but there is still room for more and it has often occurred to me that the publishers who have the necessary material equipment are not availing themselves of the opportunity it affords to build up their papers. It is needless here to enumerate the many advantages that improved machinery offers over the old style way of doing business, but the greatest thing is the saving of time, which enables the publisher to give much more time to improving his paper from a standpoint of local news. No small item to the modernly equipped country office is the prestige that it gives the paper, the substantial establishment of it as a permanent institution in the community.

Knowing my own affairs better than those of any one else—a strange position for a newspaper man to occupy, I must confess—I trust I may be pardoned for referring to my own experience with what we might properly term improved facilitities in a country shop. Five years ago I put away the faithful G. Wash. that had been doing duty for many press days, and put in its stead a power press, folder, gasoline engine, power jobber, etc. There is not a newspaper man in Texas who is not as able as I was to take that step. My chief asset was my nerve and a clearly defined plan of action. But it has all been paid for long ago, and I feel some pride in the fact that the paper has grown from a five-column quarto, half auxiliary, and 750 circulation to a six-quarto, and necessary to print it all at home in order to give all the home news, and a circulation of 3,400, with subscription receipts for 1904 exceeding the receipts from advertising nearly $1,000. I take no honor to myself—what I have done, others can do. In discussing this matter with a friend the other day, he spoke more truthfully than he intended, perhaps, when he facetiously remarked that if I could accomplish what I had, what ought a real good newspaper man to do?

Then the improved facilities for the production of a local paper from a standpoint of news should not be overlooked. Chief among the modern inventions that have invaded the domain of the rural newspaper is the rural telephone. In my country there are, perhaps, 500 farmers with telephones in their homes, the lines extending all over the country and making it possible to obtain the particulars of any occurrence in a very few minutes, and I avail myself of this source of news to the limit.

The rural free delivery of mail is another fruitful source for news that every publisher of a country weekly should utilize. I find myself inevitably drifting into a discussion of what a local paper should be, a thing about which there are as many different opinions almost as there are country publishers. I cannot refrain from saying this much, however—and after all the matter and make-up of a local paper are the most important things—I believe a local paper should tell every possible item of home news and tell it while it is news. I strive to localize every item that goes in my paper as nearly as possible, and my county is as much territory as I try to cover. The only general news that gets into my columns are the comments on the editorial page. The improved facilities gives the man who is trying to "carry a message to Garcia" a chance to accomplish more than ever before in the history of the country newspaper business.

I want to mention one other thing that many of my friends of the country press seem to have overlooked—the use of halftone illustrations as a regular feature. Modern times have brought the halftone within reach of all and a better way to make your paper popular and useful can not be imagined. I have been using pictures of local scenes for several years, and while of course no direct returns have come in, I attribute the success in getting subscriptions in a large measure to this. Of course these pictures to be effective must be of local scenes and local people. Most of the pictures I have used I took myself with a kodak. This is easy to do and the very fact that you took the picture yourself adds interest to it in the community. I have printed the picture and given a biographical sketch of many an old settler in my county, some of whom had as many as forty and fifty children, grandchildren and great-grandchildren. In no instance have I ever made a charge for this or sought in any way to get direct returns, trusting entirely to the good it would do in the future.

I come now to the discussion of the second section of my subject. "Are publishers availing themselves of improved facilities of distribution?" Here is a vital point in the country newspaper business. After the production of the paper it will avail little if it is not distributed with all haste, and I am persuaded that many of my friends are not taking advantage of the facilities Uncle Sam has furnished—judging from the irregularity with which many of my exchanges get in.

Postal facilities have been greatly improved in the last few years, but nothing could equal the rural free delivery of mail. I have heard many country newspaper men take issue with me on this proposition, but as "for me and my house," I wish that every rural subscriber on my list lived on a rural route. We have something over a thousand papers in my county delivered to the doors of patrons on every publication day. It stands to reason that a paper that is worth reading at all is more valuable to the subscriber if he gets it immediately. Not only that, but getting it delivered at his door gives him an opportunity to read and study it more closely and therefore become more attached to it. On this point I can not refrain from incorporating here the words of a rural subscriber who lives eight miles from town, but on a rural route. Writing to a neighboring paper on the subject of rural free delivery, he said, after naming the papers he took: "You see I can read and farm, too, with the rural free delivery of mail. We get the papers regularly and have time to read them before they get old. Before we got the free delivery we would hardly ever get the mail before Saturday, so the papers that came the first of the week were hardly ever read, for a person likes to read the latest. I say, Hurrah for the "R. F. D." This expresses the situation from the standpoint of the rural subscriber. The expressed fear that the big dailies would one day crowd out the country weekly on account of the rural free delivery is groundless, for no paper or magazine, no matter what its character or size, can ever take the place of the live country weekly. In my office the publication day is Thursday. Wednesday afternoon at 5 o'clock the press starts and before the force quits for the night every package of mail is made up, weighed in the office, sacked and delivered to the depot for the night trains. In this way we reach every rural patron on the day of publication and also get to every postoffice in the county. For over twelve months we have not failed to do this. Nothing adds so much to the value of a country paper as its promptness in reaching its subscribers and the country publisher who employs improved facilities and improved ideas can not fail to make use of this. The paper that is on time this week and two days late the next can not expect to accomplish much.

Before I quit let me mention one other "improved" idea of business that is just as applicable to the country print shop as anywhere else. It is remarkable what a small per cent of the public knows anything of the printing business. I take special care and never miss an opportunity to show my plant to visitors, whether they be from town or country.

I have been in the newspaper business for twelve years. I have picked out what to my mind were the ideal country weeklies and striven to work up to them. That the improved facilities, which the past few years have put in reach of all, will soon make all ideal papers I have not the slightest doubt.

*From Address read before the Texas Press Association.

National Printer-Journalist

A Journal for Printing and Allied Trades

Entered at the Chicago Post-office as Second-class Matter.

BENJAMIN B. HERBERT . . . . . EDITOR

Official Paper of the National Editorial Association.

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The NATIONAL PRINTER-JOURNALIST is unequalled as an advertising medium in its field. No attention paid to postal card requests. Information cheerfully furnished to all patrons.

Subscribers and patrons will confer a favor on the National Printer-Journalist Company by sending in the names of responsible newsdealers who do not keep the monthly on sale regularly.

Manuscript sent in for publication must be accompanied by a letter of explanation and return postage.

CHICAGO, JUNE, 1905

The "More Work through Publicity" department has to be omitted this month on account of lack of time for preparation of the etchings showing the samples of work on which comments are made. Mr. Woodworth has prepared, as usual an excellent department, giving valuable facts, hints, suggestions and the best examples of business-bringing publicity. A great quantity of this instructive matter has been published in these pages during the past months, and if all readers of the National-Printer Journalist, while waiting for the next installment, will carefully reread and study the department that appeared in the May issue, they will find that such a study will prove more than worth while. If this one month's department does not prove practicly beneficial and more valuable than a year's subscription, "if taken according to directions," the money will be refunded.

We were sorry, through a mistake that occured in the press room, some pages of the department were misplaced, yet the facts and examples were all given, so that nothing could have been lost to the readers.

George Washington was a Southern man and a slave owner and yet the following story is told of him in a book that treats of the services of colored soldiers in the war of 1812. Primus Hall was the body servant of Col. Pickering. General Washington visited Col. Pickering in his tent, and night having set in and his headquarters being at some distance, it was thought best that he should remain until morning, but Washington refused to do this, if his host would be discommoded. Primus being appealed to, declared there were plenty of straw and blankets. Beds were made up for the Gen. and Col. Pickering. Primus busied himself with work until he was sure both were asleep. He then seated himself on a campstool, and leaned his head on his hands to obtain such rest as he could for "his plenty of straw and blankets" had only been enough for two. In the middle of the night Washington awoke and saw Primus in his cramped position, and after gazing at him awhile called to him, and, after some parley, in which Primus was urged to share the straw and blankets with the General and had replied that he could not; General Washington threw open the blanket and moved to one side and peremptorily commanded the negro to occupy a place by his side. Primus reluctantly obeyed, and General Washington, the Father of his Country, whom God had made white, and the faithful self-sacrificing man whom God had made black slept side by side under the same blanket the remainder of the night. This story is not at all out of harmony with the way in which the Southern people have always treated loyal, faithful colored help. A negro was good enough in a case where humanity called, to sleep with George Washington, but they are, it seems, not good enough to take places vacated by others and to drive freight wagons on the streets of Chicago without causing a riot. Our attention was probably especially called to this matter from the fact that the book, containing this story, was the property of the late T. Herbert Whipple, for many years editorial writer on the Chicago *Tribune*, and was handed to us by his son, F. B. Whipple, on one of the days when the teamsters' strike was at its height. Pride and greed have made too many of the people of this Nation not only race and Nation proud, but have driven out the sentiments of mercy and humanity that have in part been considered obligatory and to be exercised toward the weak and unfortunate as well as to the strong—to all human beings and to all of God's creatures.

This paper has nothing to do, in any way or sense, with partizan politics or with solving race or other questions, but when we see a paper like the Chicago *Tribune* counseling employers against employing colored men to drive their teams, and qualifying its articles as to laborers and their rights with the word "white," and the mobs attacking teamsters, who are trying to earn a living in this humble employment, because they are black, we cannot refrain from thinking. The *Tribune* has had much to say in the past about the treatment of the negroes in the South, but we have visited every Southern State, and have never seen a Southern paper that was opposed to giving the colored people the right to work and to earn an honest living. It would be well for the press of the country before being led into manifestation of such a race prejudice and before trying in the future to make their Southern brethren good in this regard, to do a little studying and thinking.

Hon. John Dymond, of New Orleans, whose name has been frequently mentioned in connection with the honorable position of President of the National Editorial Association, evidently has those all-around qualities for varied and useful activities, characteristic of

wide-awake newspaper editors and publishers. He is not only editor and publisher of the Louisiana *Planter and Sugar Manufacturer,* one of the very best trade papers published in the United States and circulating everywhere on earth and accepted as an authority in the sugar industry; the president, chief owner and general manager of the American Printing Co., in New Orleans, which prints nearly every newspaper published in that great city outside the dailies, and one of the largest and most completely-outfitted printing houses in the South; but is also a large land owner and sugar planter, and for many years represented his district in the State legislature and is now serving his second term as State Senator, having been reëlected in 1904. He has been a leader in nearly every public movement in Louisiana and has great administrative ability. While Mr. Dymond's chief business is that of the editorial work, and the management of his printing house, in which duties he is constantly engaged, he is an active friend and promoter of educational matters, technical, scientific and general, in his own state, and has received many appointments by the governor in that direction. His earnest advocacy at St. Louis, of the proposed school of Journalism, indicates the bent of his mind of the good that all may hope will be realized from the support of this cause, so important to the future high standing of this calling, by such men.

Mr. Dymond is a gentleman of large experience, an old member of the organization who has never sought any preferment in the organization until now, when urged by his friends.

QUESTION BOX.

By CHARLES A. KING, Beverley, Mass.

I am foreman of a country office where we do all sorts of work on a cylinder press which is not a modern machine. It has two form rollers, and quite a number of "outs." For printing the newspaper we use a three-ply rubber blanket and six sheets of newspaper and one of strong manila for a tympan. For pamphlets we take off three or four sheets as required, but the posters give us the greatest trouble, and it is pretty difficult to print large wood type black without a smut. E. F. M., N. Y.

Presume you are doing as many hundreds of other printers are in small offices where ordinary work is turned out and it may be said that some of the work printed in the country offices with what a city printer would think impossible facilities is worthy of being rated fair work. We presume that as a rule you do as most country newspaper printers do, i. e. do not alter the ink fountain except for a long run after it is once set for the paper. In most offices where a paper is the principal job of printing, ink for other jobs is applied with a brayer and in this way a good book ink can be used for pamphlets and good job work without altering the fountain and a thin ink used for posters. One of the most successful printers of this class keeps can of kerosense oil in which a piece of tallow has been dissolved and use it to thin the poster ink. This does not hasten the drying of the ink but it makes the press run easier and is excellent where there is large wood type. Creosote added to the ink will prove a help although the smell is objectionable. There are a number of dryers that can be added to the ink but unfortunately they will dry on the rollers and make trouble, and in many country offices the rollers on a cylinder press are not washed frequently, in fact, pretty good work is done where rollers are not washed for one or two months, but the press is carefully covered. In old times "Riley's Indispensable" was sold for $10 for the receipt. It consists of one pint of kerosene, one pint of turpentine, four ounces of ether, four ounces of oil of cedar and eight ounces balsam of capaiba. This is rather expensive for poster ink reducer but many use it. One great secret of making a press work well is to clean the ink fountain occasionally. If your ink in the fountain is filled with dust, and paper dust will get in even if everything is air tight, try cleaning it out and you will be surprised at the result. After all a poster in large type does not show a smut when stuck up and an offset is not serious.

THE FACTS AS TO THE ENTERTAINMENT AT 101 RANCH.

At the St. Louis convention of the National Editorial Association, with a genuine desire and anxiety to see that the editors should be fittingly and royally entertained during their proposed visit to Oklahoma, and as an inducement to the delegates to vote to hold the next meeting at Guthrie, the Miller Brothers offered to give a grand spectacular exhibition, or *tableaux vivant*, of past and closing events in that "Land of the Fair God," of beauty, richness, sunshine and hospitality. This proposed living panorama was to occur after the convention of the National Editorial Association had adjourned and, hence, was, of necessity, an offer of entertainment to the individual delegates who should remain after the convention. This entertainment was looked upon, from the first, as being one of the peculiar and leading attractions to be offered this year, and for the last time, to visitors, and, hence, with the view of securing the pleasure and instruction of the editors, who should care to remain, and to induce a large attendance at the convention itself, it has been largely exploited as an atraction, though it is only one of a score of important entertainments offered to the editors by the patriotic, intelligent and progressive people of Oklahoma, Indian Territory and Texas. It was not known, at first, that the necessities of the beginning of the Oklahoma harvest would require the giving of the exhibition on Sunday, but, after this became known, very many thought that it would afford such a novel and instructive occasion, such a view never to be witnessed again, of past customs, of pioneer days and of changing conditions in the lives of a disappearing race—the members of which are no less God's children that are those who live in enlightenment under different conditions—that few would be willing to miss viewing such a historic exhibition, that cannot be given again in this land, with the natural surroundings to make the same seem real. There has been no thought of offending any one's conscience or of going contrary to the accepted beliefs, customs or traditions of this Christian land or to the religous or other views of any member of the noble and responsible newspaper calling. The institutions of this country and the religious principles of true men are too well founded to be disturbed by the seeking of a little knowledge, recreation and entertainment, in the open under God's blue sky, in the vast fields, by a company of editors while out on an excursion, even if on the day generally observed as Sunday. It is right, however, that all facts should be clearly stated and that there should be a fair and full expression of views and opinions, though there be nothing for the action of the National Editorial convention. To set every body right, we have taken the last form of this issue of the NATIONAL PRINTER-JOURNALIST from the press room, and lifted out other matter, to give place to the following article from the Guthrie, Okla., *State Capital* of May 26th:

"Not a few of the ministers of the territory, a few of the editors, and, according to a dispatch from Boston, a few members of the Massachusetts Press Association, are severely criticising the National and Oklahoma Press associations for the entertainment to be given at Miller Brothers' 101 ranch, near Bliss, June 11. This criticism is wholly uncalled for, and due to ignorance of the facts in the case. Neither the National nor the Oklahoma Press associations are giving the Bliss celebration, it being provided by individuals.

"The general committee in charge of the arrangements for the entertainment of the editors during their stay in Oklahoma have had no control over the arrangements for the entertainment at Bliss; are putting up none of the money, and are not attempting to say how the members of the National Editorial Association shall spent Sunday. President Screws, of the National association, has announced that the official program ends Friday evening.

"The editors will leave Guthrie Friday for Enid, El Reno, Chickasha, Lawton and other points in southern Oklahoma. Saturday afternoon they will arrive in Oklahoma City to spend the night, returning to Guthrie Sunday morning at 9 o'clock. At midnight the special train will leave for a trip through the Indian Territory. The Oklahoma Press Association has made no arrangements for the Sunday entertainment of the editors. The Guthrie ministers are arranging for special services for those who desire to spend Sunday in Guthrie, and a number will undoubtedly take advantage of this opportunity.

"Others will accept the invitation of the Miller Brothers to attend the entertainment at "101" Ranch. The invitations are extended to the members of the National Editorial Association individually, and each man is free to accept or decline.

"The Millers are spending thousands of dollars to make the celebration one that can never be equalled and will never be forgotten by those who witness it. Individually they have extended a hearty invitation, and have promised a warm welcome to all of the editors. So with those acquainted with the real facts there is no criticism either of the National or the Oklahoma associations, for as such they have nothing to do with the Sunday entertainment.

"In true American fashion the members are free to observe Sunday as they please, and will be welcome either in the churches of Guthrie or at the '101' ranch."

OFFICERS OF THE NATIONAL EDITORIAL ASSOCIATION.

PROGRAM TWENTIETH ANNUAL CONVENTION NATIONAL EDITORIAL ASSOCIATION, GUTHRIE, O. T.

WEDNESDAY, JUNE 7, 1905, 2 P. M.

Address of Welcome, by Governor Ferguson in Behalf of the People and Newspapers of the Territory.

Address of Welcome in Behalf of the City, by Mayor J. W. Duke, and by Hon. O. R. Fegan, President of the Commercial Club.

Music.

Response to Welcoming Addresses, by President W. W. Screws.

Association Called to Order.

President's Address.

DISCUSSIONS.

THURSDAY, JUNE 8, 2:30 P. M.

Reception to the Ladies of the Association at the home of Governor Ferguson.

THURSDAY, JUNE 8, 3 P. M.

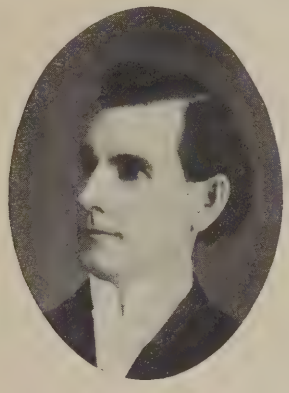
Report of Credentials Committee and all Other Committees ready.

Address—"Public Schools and Public Press," by J. W. Carr, Superintendent of Schools, Anderson, Ind.

Address by Wm. Allen White, of the *Gazette,* Emporia, Kans.

GOV. T. B. FERGUSON
Of Oklahoma.

MAYOR J. W. DUKE
Guthrie, Okla.



HON. O. R. FEGAN
President Guthrie Commercial Club.

Announcement of Committees:

Ways and Means, Necrology, Constitution and By-Laws, Postal Laws, Officers' Reports, Resolutions, Treasurer's Books.

Recitation by Prof. Ben Hennessy.

Address by Richmond Pearson Hobson, of Alabama.

Music.

Paper on "Some Printing House Economics," by Col. John Dymond, Louisiana Planter and Sugar Manufacturer.

"U. S. Postal Laws and Policies," by Hon. H. A. Castle, ex-Auditor of the U. S. Postoffice Department, Washington, D. C.

"Libel and Privilege," by D. H. Butler, of *The Legal News,* Lincoln, Neb.

Question Box. Questions Received.

WEDNESDAY, JUNE 7, 8:30 P. M.

Reception by the Citizens of Guthrie at the City Hall.

THURSDAY, JUNE 8, 9 A. M.

"Woman in Journalism," by Miss Virginia C. Clay, of the Huntsville, (Ala.) *Democrat.*

"Science of Modern Business Building," by A. F. Sheldon, President of The School of Scientific Salesman.

"Observations by the Way," by C. E. Wood, of the Colorado Springs, (Col.) *Gazette.*

"How to Secure and Maintain Circulation," by Vice-President H. B. Varner, of the *Dispatch,* Lexington, N. C.

"Social Service of the Press," by J. H. Potts, of the *Times,* Troy, N. Y.

Question Box.

Questions Answered and Discussed.

THURSDAY, JUNE 8, 8 P. M.

Annual Poem, by W. E. Pabor, Poet Laureate, Avon Park, Fla.

Recitation by Prof. Ben Hennessy.

Music—Vocal and Instrumental.

Report of Necrology Committee.

THURSDAY, JUNE 8, 9:30 P. M.

Reception by Scottish Rite Masons of Oklahoma and Indian Territories to the Association and Ladies thereof, at the Scottish Rite Temple.

FRIDAY, JUNE 9, 9:30 A. M.

A general circuit of the city by street cars, carriages and other conveyances.

FRIDAY, JUNE 9, 9:30 A. M.

Final Report of Credentials Committee.

"Muzzles in Pennsylvania," by J. S. Benn, of the Philadelphia *North American.*

Newspaper Diplomacy, "Tell the Truth," by Wm. Southern, Jr., of *The Examiner,* Independence, Mo.

"The New State and Its Newspapers," by H. R. Gilstrap, of Chandler, O. T.

Selection of next place of meeting, election of officers, and resolutions.

Adjournment.

REVIEW OF JOB WORK

BY A. V. FITZGERALD, MILWAUKEE, WIS.

Address all Communications for this Department to
1319 W. Ravenswood Park, Chicago, Ill.

CHAS C. METCALF, Munising, Mich.—The specimens submitted are well composed and well printed. Your office has apparently made a very judicious selection of type faces, and the manner in which they are handled shows that the compositor is closely following the progress of typographical styles. However, many of the jobs could be greatly improved by giving closer attention to the many little things, which are slighted by the average compositor. For instance, in the Frank Howard letterhead the main line is set in Caslon Italic caps. The conformation of this italic is such that it is seldom advisable to use a line of caps, and the appearance of the word "Howard" in the line referred to supports this statement. You will observe that here is an average of about three points between the letters composing this word, with the exception of the space between the "W" and "A" and here the space is about eight points—giving the appearance of two words. If used at all in conjunction, these letters should be mortised so as to equalize the spacing. The date line is placed too close to the panel rule. The use of an extended letter in the two small panels is condemned. So far as possible a type should be chosen the general form of which corresponds to the shape of the space it is to occupy. In a panel in which the lines of type run parallel with its greatest dimension an extended letter is appropriate, but in the case before us the extended letter not only does not conform to the shape of the panel in which it is placed, but has compelled the division of too many words. Caslon upper and lower case would give a better effect, and avoid mixing of Gothic and Caslon. The menu card set in eight point, upper and lower case is correctly composed, but it is printed on dark green cover stock and bronzed. The stock is too dark for such small type, and the type is too small and light for bronzing. The public school program is a first-class piece of composition, and the firm's letterhead is excellent in design and execution.

Bert R. Bowman, Denver, Colo.—There are few compositors of the younger school whose work gives greater promise. The specimens submitted to this department are characterized by simplicity and style, and possess a degree of individuality that is both unique and attractive. A comparison of the work Mr. Bowman is studious and ambitious, and the earnest at hand with similiar jobs executed by this artist two or three years ago shows that he has made a marked improvement.

A

effort he is putting forth is bound to put him in the front rank. Speciment "A" speaks for itself.

De Witt M. Gordon, Nashville, Tenn.—Specimens of general job work, well printed. The general arrangement of the display is very good but in a few of the jobs too many styles of type are used. The cover designs are excellent.

Edward Stutes, Spokane, Wash.—The billhead reproduced "B" shows a novel arrangement. The composition and presswork leave no room for criticism. In the large assortment of specimens before me there is not one that merits anything but praise. Few compositors can produce work so uniformly meritorious.

B. Ray Franklin, Fulton, Mo.—While the work received from this compositor does not take rank among the "art" creations it is properly classed as good commercial printing, and possesses an individuality and a uniform quality that is very pleasing. The only criticism I feel inclined to make of Mr. Franklin's work is that he seems prone to the excessive use of panels. In the offices handling the highest class of stationery printing the use of panel work is discouraged, especially in one-color work. It is well for a compositor to vary the style of his work. Panels will continue to be used, but the correct thing in most lines of stationery is severe simplicity—plain type, well printed, good stock. One of the specimens shows a combination of Engraver's Roman and Post Old Style—faces which should not be used together. In

Telephone Main 321

Spokane, Wash. _____ *190*__

Prompt Service — *Right Prices*

J. M. GRIMMER, PROPRIETOR

To **Grimmer's Truck Line** Dr.

Household Goods and Pianos Carefully Moved

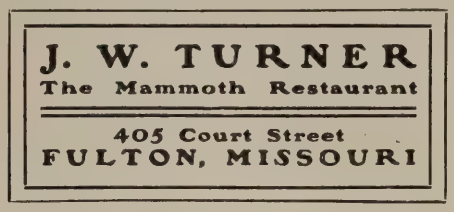
Safes and Heavy Machinery a Specialty

Storage Rooms in Connection

610 FRONT AVENUE

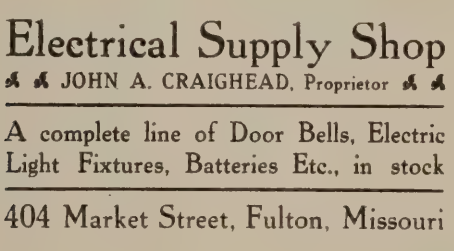
B

the same letterhead the words "Fulton" and "Missouri" are separated by a panel—a fault. The envelope corner cards



C

"C" shows the general style of his work, but the corner card "D" demonstrates that he knows how to vary it on occasion. Do so more frequently. A shaded text letter is a little too delicate to appear on an envelope corner card under a cut of a fat hog. In the "Koontz, Townsend & Palmer" letterhead, the line under the parallel rule is too widely spaced,—the words should be letterspaced. The rule work in all the specimens shows careful workmanship. The booklet for Mr.


Electrical Supply Shop
JOHN A. CRAIGHEAD, Proprietor
A complete line of Door Bells, Electric Light Fixtures, Batteries Etc., in stock
404 Market Street, Fulton, Missouri

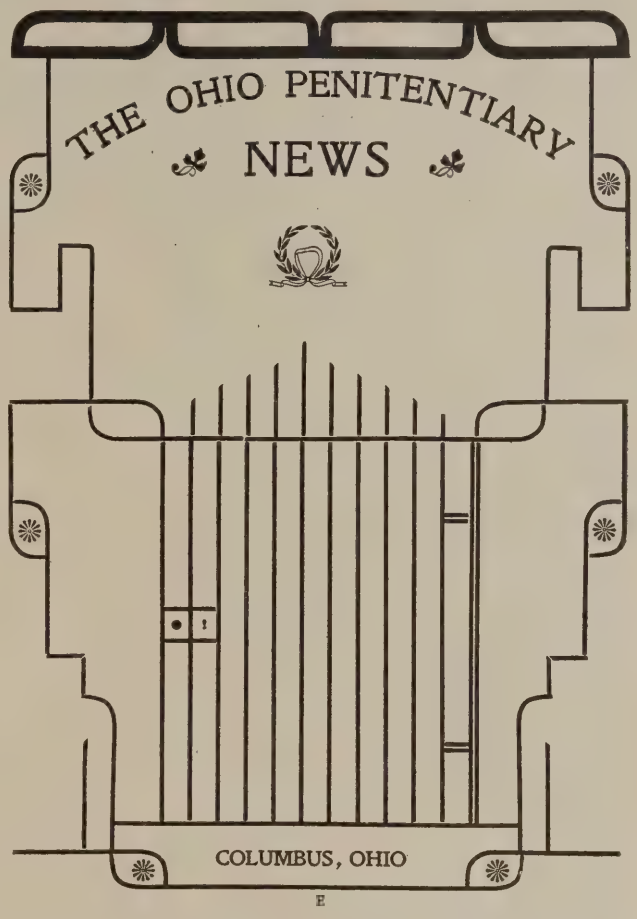
D

Tuttle is a first-class piece of composition. However, the presswork is not quite up to the mark set by the composition, being simply the average quality produced by country offices. This applies to the cover only, the presswork on the inside is very satisfactory. It may be that I have received an imperfect copy. So long as you stick to the plain, clean-cut style of work shown in this booklet, you may rest assured that you are headed the right way towards "safe and sane" typography.

A. Linden, Denver, Colo.—Several artistic up-to-date ads. Caslon Old Style and Caslon Old Style Italic are the types used. They are well displayed and the result is very attractive.

Brown County *World,* Hiawatha, Kans.—I have received through Mr. Copper several samples of the work of this office. There appears to have been considerable thought given to their production but the composition has not been very successful. In general the display is "too sprawling."

Prisoner 34,105, Ohio Penitentiary.—"Some of this work." A cover design (E) composed of labor saving rule. Such



E

work is acceptable as a typographic curiosity, but has no value artistically or commercially—it is kindergarten work.

E. C. Roach, Jacksonville, Ill.—The announcement is O. K. except as to margin. There should be at least three picas more margin at the foot. Your letterhead is very neat. the ad is a trifle too fussy. Your story is lost amid ornaments,—it lacks strength. The envelope card is stylish and up to date, but why not have it in two colors? It might create a desire on the part of a customer to have his work in colors, and this makes presswork, and presswork is profitable.

H. H. Lampman, Neche, N. Dak.—The last line on the Chas. E. Fee & Co. billhead should be letterspaced,—there is too much space between the words. The ornaments used

NECHE, NORTH DAKOTA,.....190.....

M.....

.....

IN ACCOUNT WITH

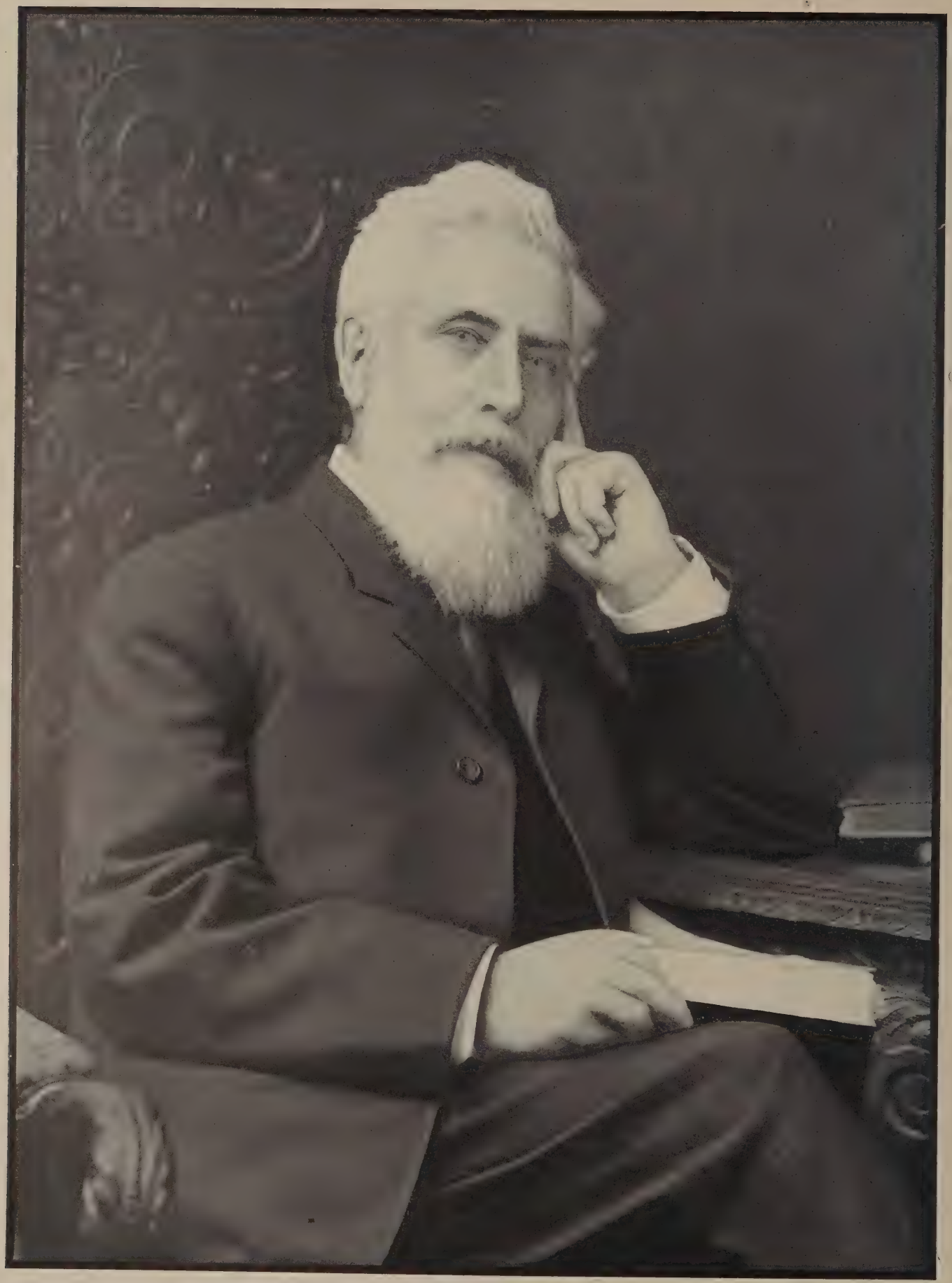
HOLMES, BRIDEN & ST. AMOUR

GENERAL MERCHANDISE

F

In the S. E. Friend letterhead the panels should be omitted, and the matter therein set in very small type. Don't be afraid to leave a little clean white space in a letterhead.

in the reprint copy are very properly omitted. The billhead reproduced is artistic (F) and the rules are well joined in all the samples.



Specially Engraved by Henry Block, 163 Third Avenue, New York

Photograph by Theodore Marceau, 160 Tremont Street, Boston

BENJAMIN B. HERBERT

Founder of National Editorial Association and Editor of the Official Paper, the NATIONAL PRINTER-JOURNALIST, Chicago

ENTERTAINMENTS FOR THE EDITORS

Committeman Prouty furnishes his interview with the Editor.

BENJAMIN B. HERBERT, founder of the National Editorial Association and editor of the NATIONAL PRINTER-JOURNALIST, Chicago, Ill., the official organ of the association, stopped off at Guthrie, Oklahoma, between trains on the morning of May 15th. He was on his way home from attending the meetings of the Texas State Press Association. During his short stay in Guthrie, he met many friends, who promised him that the National's boys and girls would be warmly welcomed and entertained while visiting the Capital City of Oklahoma. In an interview with Executive Committeeman, Frank G. Prouty, Mr. Prouty said:

"Well, Father Herbert, the time is drawing near for the meeting of the National Editorial Association at Guthrie. All Oklahoma and Indian Territory are preparing to give the distinguished guests a warm welcome and entertainment. This coming state of the Union has plenty of hustling material in body and brain to 'show' the visitors what has been done in developing a vast wilderness into a garden of profitable crops in sixteen years and how heads of families came to the 'Land of the Fair God' with a tent and now own brick blocks. The cities of Oklahoma and Indian Territory are yet small for the entertainment of 700 guests, but the National editors, wives and sweethearts will get the best there is in this fair land."

Speaking of the entertainment in Oklahoma and Indian Territory, Mr. Prouty further says:

AT CUTHRIE.

The local program for the National Editorial Association meeting here on the 7th, 8th and 9th of June, has been arranged as follows:

Address of welcome at first business meeting, by Governor T. B. Ferguson, on behalf of the people and newspapers of the territory.

The governor is a newspaper man, being the editor of the Watonga *Republican* and one of the delegates elect to the Guthrie convention.

Address of welcome on behalf of the city by Mayor J. W. Duke and by Hon. O. R. Fegan, president of the Commercial Club.

Wednesday evening, June 7th, reception by the people of the City of Guthrie at the city hall to the National Editorial Association, ending with light refreshments and a ball. The First Regiment Band will furnish the orchestral and street music.

Thursday afternoon at 2:30, reception to the ladies of the association at the home of Mrs. Governor Ferguson.

Thursday evening at 9:20, following the memorial service at the opera house, reception by the Scottish Rite Masons of Oklahoma and Indian Territory to the association and the ladies thereof and such others as may be admitted by card.

Friday morning from 8:30 to 9:30 a general circuit of the city by street car, carriages and other conveyances.

The Masonic Choir and special soloists will sing during the receptions.

THE ITINERARY.

On Friday evening, at 6:30, June 9th, the special Pullman train will leave the union depot, over the D. E. & G., for Enid, where the visitors will be royally entertained until midnight.

From there the train will leave Enid via Frisco for Lawton where breakfast will be served by the whole-souled club women. After this kingly feast the Commercial Club and citizens will have arranged carriages to take the visitors to the Indian schools, then to the historic Fort Sill, where Major Ripley will have prepared special military maneuvers.

From there the party will pass the home and tribe of old Geronimo up through the beautiful and picturesque valley of Medicine Bluff to the foot of Mount Sheridan to the Wichita mountains, thence to the gold fields and return to Lawton.

At eleven o'clock on the morning of June 10th, the train will be transferred to the Rock Island railroad and half hour stops will be made at Anadarko and Chickasha, arriving at El Reno at 3 p. m.

The Special will arrive at Chickasha at 12:30 p. m. on the 10th, where a royal reception and luncheon will be served by the Ladies' Federated Clubs, assisted by the Commercial Club. This is the first stop in the Indian Territory and the enterprising citizens will welcome with bands and anvils, luncheon and speeches. A stop of two hours will be made at this place.

One hour will be given at El Reno, arriving at Oklahoma City at 5 p. m.

The entertainment at Oklahoma City will be one of par excellence. That being one of the largest wholesale, manufacturing and wealthiest centers in the territory, something magnificent is to be expected.

AT 101 RANCH THE ENTERTAINMENT COMMEMORATES THE PAST AND PRESENT.

After this tour thus far made by the National editors, showing the great development and progress of Oklohoma in sixteen years, the visitors will be taken to the largest agricultural and stock farm in the United States comprising 87,000 acres of the best land in the west, owned by the Miller brothers.

Here will be presented one of the most intellectual and historical exhibitions ever given on the plains of the west. All of the tribes of Indians will congregate for the last time in commemoration of the dissolution of their tribal relations. This is something that has never been seen and something that will never be seen again.

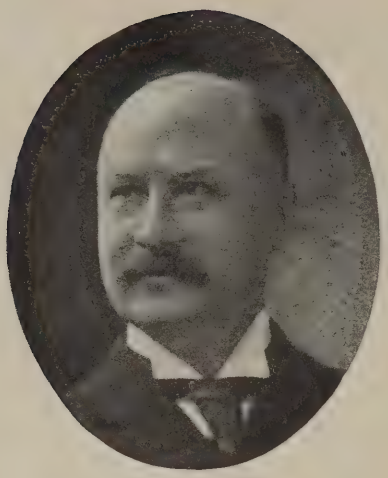
The cause of this dissolution is that the Indians can realize more money by turning their lands over to the plowmen than from the cowmen, who have had charge of the largest portion of the redskins' possessions in the past. This condition will put the cowboys out of business and drive them to the far west, and the final roundup to be given on this occasion will be the farewell of this class of citizens in Oklahoma.

The parade on that day, June 11, will picture the days of old up to the present day of civilization and modern improvements.

One of the features of the program will be a representation of the grand rush for homes in the Cherokee strip. Those who have heard and read about this historical event and opening can not realize what it was. When seen it will be as exciting as it was on the day of the opening, September 16, 1893.

The 101 ranch will, in the future, be used in its entirety for agricultural pursuits and a large stock breeding farm, raising everything from buffalo down to chickens. There will be ten bands of music from Oklahoma, Kansas and Texas that will furnish music on this final celebration. Among the bands will be the Ladies' band from Stillwater, Oklahoma. This band is known as making a reputation at the National Editorial convention at St. Louis last May as the guest of the Oklahoma Press Association. Through their excellent music and their becoming ways this band won the hearts of the national editorial delegates at the world's fair and assisted in getting the convention for Oklahoma this year.

All the railroads will run excursions to 101 ranch on this



R. H. HENRY
Past President

F. W. RICHARDSON
Berkeley, Cal.
Executive Committee

L. E. CHANDLER
Palmer, Mass
Executive Committee

GEO. W. PERRY
Sheridan, Wyo.
Executive Committee

W. A. JOHNSON
Memphis, Tex
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Honorary Life Member

Flag Custodian

Honorary Life Member

WM. SOUTHERN, JR.
Independence, Mo
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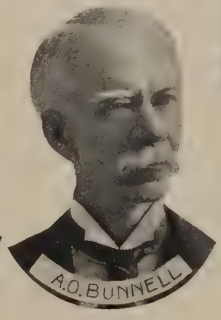
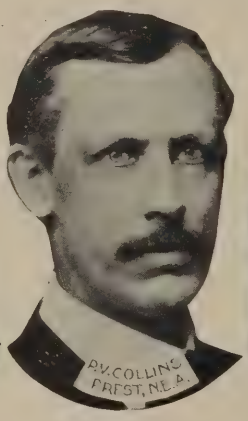
Past President



Past President



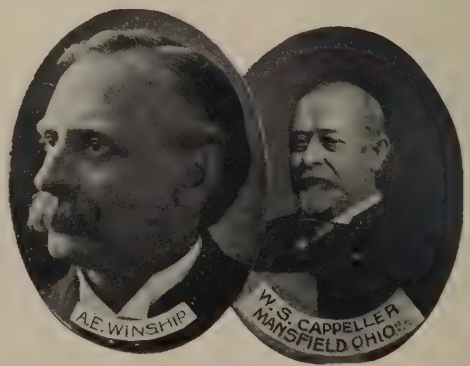
Past President

Past President

Honorary Life Member

Past President Past President

Past President



Boston Past President

occasion and preparations are being made to entertain 60,000 people from all parts of the United States.

The big buffalo luncheon will be served to the National Editoral party at 12:30 p. m. The grand parade takes place at 1 p. m. and the entertainment will continue until 6;30 p. m. when the Editorial party will take special returning to Guthrie. Those editors who do not wish to attend the 101 ranch entertainment may stop at Guthrie and attend services morning and evening. Mr. Prouty has made arrangements to stop the special at Guthrie on the way to the ranch.

SPECIAL TRANSFERRED TO KATY.

The Editorial special will arrive at Guthrie on the evening of June 11th about 8:30 and will be transferred to the Katy road. At midnight it will pull out for Cleveland.

AT CLEVELAND.

This is the first stop in Oklahoma that will be enjoyed by the Special out of St. Louis for the Guthrie convention. The special will arrive here after breakfast on the morning of the 7th and the citizens will welcome you on Oklahoma soil by the firing of canons and music by the band. On the morning of June 12th the citizens of Cleveland will again welcome the Portland Editorial Special with breakfast and entertainment appropriate for an oil and gas city. This city closes the Oklahoma entertainment.

AT TULSA, INDIAN TERRITORY.

The Special arrives at this growing city at noon on the 12th where luncheon will be served and an entertainment will be enjoyed until 2:30 p. m.

AT MUSKOGEE, INDIAN TERRITORY.

The Special will arrive at 4 p. m. and the Commercial Club will escort the visitors to Fort Gibson, the famous and historical point, where the Indian bride of General Houston, of Texas is buried. Returning to Muskogee at 5:30 where luncheon will be served. An elaborate program in music, song and speech will be given at the opera house until 11:30 p. m. At midnight the Special leaves for Dallas, Texas. This closes the itinerary for Oklahoma and Indian Territory.

Now, Father Herbert, tell them all about it, and if there are any sore spots on the boys, the pure Oklahoma zephyrs will heal them. We await the coming.

Fraternally yours,

FRANK G. PROUTY,

Executive Committeeman, Oklahoma.

Editors to Attend Church

GUTHRIE, OKLA., May 8, 1905.

Major W. W. Screws, Montgomery, Ala.

MY DEAR MAJOR:—In response to yours of the 2nd inst., it certainly can be arranged to have all the editors who desire to, remain in Guthrie on Sunday and go to church and pass the day in any way their religious inclinations may determine.

As I told you before, the 101 Ranch entertainment is purely a side issue. It will be a wonderful entertainment full of history that no one can ever again see in the United States.

The editors can suit their own consciences about going. There will be a train ready to take them, but if they desire to stay in Guthrie and go to church, we assure them that they can hear sermons as good as they can hear anywhere in the United States and in churches fully up to our exalted citizenship.

With best personal regards, I am,

Sincerely yours,

F. H. GREER.

Secretary's Final Announcement

B. B. Herbert, Chicago, Ill.

DEAR MR. HERBERT:—The indications are the mimimum attendance at the Guthrie convention will be 600, about 350 delegates having already paid their per capita and something like 175 ladies and others have been paid for. So that at this time we are assured of a party of 500. I take it that all fully understand the special train leaves St. Louis, Tuesday, June 6th, at 1:30 p. m. and will not expect the train to wait on them. Good reports come along the line. Oklahoma and Texas, will, without doubt, do everything possible for the entertainment and pleasure of our party.

On May 12th I sent out a circular to all paid delegates asking that the Pullman deposit for the California and Portland trip be at once remitted to me. Since that time the mails and wire have been busy and there are now 262 delegates who have paid for this trip; undoubtedly some will be disappointed in delaying their reservations as my arrangements include a party of 300 only. The California Promotion Committee is looking well after our entertainment in that state and I believe a delightful trip is in waiting. I have endeavored to advise all delegates that they must make their own arrangements for transportation home wherever they leave the regular party. Those who expect to return from California should at once take the transportation question up with Geo. T. Nicholson, G. P. A., Santa Fe Ry., Chicago, Ill., unless some other route is more agreeable.

I expect to arrive in St. Louis by noon, Monday, June 5th, and will be at the Terminal Hotel ready to make assignments and transact other business.

Very respectfully,

WILLIAM A. ASHBROOK,

Cor. Secy., N. E. A.

"Guthrie Meeting to be a Booming Success"

LONDON, OHIO, May 8, 1905.

B. B. Herbert, Editor of National Printer-Journalist, Chicago, Ill.

DEAR MR. HERBERT:—As per your request, I send a list of the N. E. A. delegates selected at the annual meeting of the Hocking and Ohio Valley Editorial Association.

Executive Committeeman

Past Executive Committeeman

My Dear Mr. Herbert, I wish to congratulate you and the N. P.-J. on the neat manner you answer objections made in regard to the Oklahoma 101 Ranch entertainment.

I fear protests have been without due consideration of the matter in its true light. The Association, as the guests of Oklahoma, will be entertained in a style befitting the frontier and those people are doing and will do all in their power to entertain us in the best manner compatable with their rapidly changing environments, which will soon be matters of the historic past.

If any member of the Association objects to any feature of the entertainments, such as one can easily absent himself during that time.

Judging from the sentiment expressed among the attendants of the various Ohio Editorial Associations, which I have been fortunate enough to attend this year, I feel that the Guthrie meeting is going to be a booming success. Usually, we have had some difficulty in filling our N. E. A. apportionment of delegates among those who have signified their willingness to attend the convention. This year we have had an excess of candidates, all willing and anxious to go.

Trusting that I may soon have the pleasure of greeting you again, I am, Fraternally yours,

C. E. BRYAN.

Executive Committee of the National Editorial Association

1. Louis O. Haskell, Pittsfield, Maine
2. W. J. Buie, Waxahachie, Texas
3. W. L. Jones, Lebanon, Illinois
4. W. L. Chambers, Stockton, Kansas
5. F. G. Usilton, Chestertown, Maryland
6. H. M. Youmans, Waukesha, Wisconsin
7. J. G. Newbill, Springfield, Missouri
8. Lynch Perry, Columbia, Tennessee
9. Geo. C. Fairbanks, Natick, Massachusetts
10. J. E. Junkin, Sterling, Kansas
11. Frank H. Potter, Pascoag, Rhode Island

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Maj. W. W. Screws, President, *Advertiser,* Montgomery, Ala.

W. W. Folsom, First Vice-President, *Gazette,* Hope, Ark.

William J. Kline, Second Vice-President, *Recorder,* Amsterdam, N. Y.

Henry B. Varner, Third Vice-President, *Dispatch,* Lexington, N. C.

W. A. Ashbrook, Corresponding Secretary, *Independent,* Johnstown, O.

J. W. Cockrum, Recording Secretary, *Journal,* Oakland City, Ind.

J. Irvin Steel, Treasurer, *Telegram,* Ashland, Pa.

W. E. Pabor, Poet Laureate, *Pine Apple,* Pabor Lake, Avon Park, Fla.

C. F. Lehmann, Flag Custodian, *Herald,* Halletsville, Texas.

B. B. Herbert, Editor and Publisher, Official Paper; NATIONAL PRINTER-JOURNALIST, Chicago, Ill.

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Honorary Life Members—Mrs. Matt Parrott, Iowa; Mr. Jas. G. Gibbs, Ohio; Mr. J. M. Page, Illinois; Mr. R. M. White, Missouri; Mr. H. C. Page, New Jersey; Mr. Frank R. Gilson, (Deceased), Michigan.

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Alabama—Jacob Pepperman, *Southern Odd Fellow,* Montgomery.
Arkansas—W. W. Turner, *News,* Nashville.
California—A. B. Lemmon, *Republican,* Santa Rosa.
California, Southern—J. P. Baumgartner, *Star,* Pasadena.
Colorado—Geo. E. Hosmer, *Advertiser,* Trinidad.
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THE TEXAS PRESS ASSOCIATION

The Editor of this paper had the pleasure of attending the twenty-sixth annual convention of the Texas Press Association at the beautiful little City of Brownwood, situated in what is called Western Texas, though it is near the center of the State. Texas is immense beyond calculation and people in Eastern Texas speak of Brownwood as in the west, somewhat on the same principle, that the people of New England and New York speak of Chicago as being in the West though many hundreds of miles east of the center of the mighty Republic. The magnificient distances in the Empire State of the Southwest were in part responsible for a late arrival at the meeting, at ten o'clock in the evening of the second day's session May 11th. The journey from Chicago required just fifty-two hours, and the distance from Boston where attending the Massachusetts Press Association, May 10th, seemed so great as to be constantly in mind.

Though late, at the convention, two days of solid, instructive enjoyment and pleasure still remained. The readers of the NATIONAL PRINTER-JOURNALIST can judge of the highly educative character of the meeting and the numbers on the program, by the extracts from seven of the very practical addresses, delivered at the convention, and published in this issue of the NATIONAL PRINTER-JOURNALIST. It is doubtful whether any other State Press Association in the country could present a more valuable symposium of papers read at one meeting, and the Dallas *News* showed enterprise and good judgement by publishing these in full, and, indirectly, conferred a great favor on this paper and its readers as well as on the newspaper men of Texas.

President S. J. Thomas, editor of the *Chief,* Comanche, is to be congratulated on the excellent program presented as well as upon the large attendance and the magnificent entertainments extended at Brownwood, Brady, San Angelo and Ballinger. He won golden opinions for his able management as well as for his courtesy, fairness and ability as a presiding officer, while Will H. Mayes of the Brownwood *Daily Bulletin* captured the goodwill and highest esteem of all by his unceasing care, and unflagging attentions, in carrying out the well arranged local program of entertainment.

The convention opened at 10 A, M. May 10th in the K. P. Hall. An address of welcome was delivered by Mr. Chester Harrison and it was in so many ways a model, so filled with truthful views of the useful work of the press, that it is printed here in full, from the Brownwood, Texas *Daily Bulletin* as follows:

In coming here for your twenty-sixth annual convention you have paid Brownwood a distinguished compliment. To me has been given the honor of conveying to you, this morning, a most hearty welcome from the people of Brownwood. My words but echo their thoughts: their thoughts but reflect the feelings of their hearts. We welcome you not as strangers, but as friends for we know you through your works. We may never have heard your names but your work has made its impress upon our lives. You have invaded our business world to aid us in times of adversity and to urge us o still greater achievements when success comes our way. You have come into the privacy of our homes to sympathize with us in our sorrows and reverses, to rejoice with us in our happiness and prosperity.

When in the early history of this country, man's energies were directed toward procuring the means of mere physical existence and security, the newspaper was looked upon as a luxury. In the enlightened civilization of today, when the chief anxiety of this very existence and security has come to be the higher things of the mind, the newspaper has become a necessity and your work is appreciated because of its greatness and completeness of purpose.

Nature is altruistic. She has so made man that he cannot live unto himself alone save as an unfinished and insufficient creature. She has correlated, interlaced and fused together the lives of men in social unity. Of all the agents of mankind the Press represents to the greatest degree the true spirit of altruism. Seldom does the editor find his years of toil rewarded by cumbrous wealth or priceless fame, yet he labors with patience and industry, rich in that he spends his life and his talents for the benefit of his fellowman and his country. The modern newspaper is a friend to all true men, to every good cause; an essential factor in the success of any business venture; the foremost means in all education; the leader in every movement toward moral and social betterment; the greatest contributor to the sum total of the world's progress and prosperity which make up what we call the advance of civilization—the improvement of the human race. Can any calling be more altruistic? Can the men and women of any profession do more for the world?

Loyalty to principle and fidelity to duty have found their highest development in your profession. Ever alive to the need of the hour, the newspaper editor lives and labors not alone for selfish gain and aggrandizement but always has a lively interest and performs an active part in anything tending to the welfare of the individual, the community and the state. From your lives we learn that success does not always mean fame, that greatness comes not by chance nor from a combination of events, but from the magic of unwavering determination, clear understanding and ceaseless toil. Your work is the thing. You strive to do it better each day for the work's sake and because of the resultant good to mankind. In doing this work you lose your identity to a certain extent. You may never be great as the world counts greatness. Your chiselled busts may never occupy places in the Hall of Fame along with the renowned scholars, statesmen and philosophers of the world; but your great qualities of head and heart are worthy of emulation. Your intellectual achievements have their influence not only upon the world of today but upon the one of tomorrow as well. No newspaper was ever a complete failure. However brief its existence, however insignificant its influence it has added something to the life of some person, something to the progress of the world. The most important invention the world has known is the art of printing, and the most important product of that art is the newspaper. Living at a period when goverment meant life and all that life contains, when his compatriots had poured out their life blood for a government, the immortal Thomas Jefferson paid you the richest tribute ever penned concerning any class of men. He said: "Were it left to me to decide whether we should have a government without newspapers or newspapers without a government I should not hesitate a moment to prefer the latter."

Although freedom of speech and of the Press were only in the initiative, Mr. Jefferson foresaw the possibilities of the newspaper and the influence it would have in the development of this the greatest of earth's nations.

That your influence is most potent with the individual, the community, the church and the state, we know. The value of that influence is greatly enhanced by a human sympathy communicating to the people new life and energy, touching and unsealing in their hearts the springs of resolution, self help, and visiting them with good cheer. That

your influence has, in the past, been for wisdom and truth, for justice and right is to your everlasting honor. For this your work is appreciated and not solely because of the sordid dollars and cents value placed upon it by the commercial world. Confident of your steadfastness in this course we do not fear the constant and ever apparent widening of the scope of your influence.

Members of the Texas Press Association, Brownwood people welcome you. Our homes are open to you. Or time is yours while you sojourn with us. We are honored to have you among us for what you are and because you represent the newspapers of Texas—newspapers not excelled in any state of the union.

We sincerely hope that your stay may prove as pleasant for you as it will be for us.

Following these admirable words of appreciation and welcome, Vice-President J. H. Lowry of the Honey Grove *Signal* made an appropriate response, and Editor Will N. Mayes, in charge of local arrangements and who had invited the Press Association to Brownwood, on request of President Thomas, made brief remarks. He called attention to the streamer festooned across the half, that bore the broadly meaning device, "There is nothing too good for you," and said this is the sentiment of the people of Brownwood. "The courtesies extended come from the heart.

President Thomas then delivered his annual address in which he said:—

The term of my stewardship as your servant is about to close, and at this meeting I will return to you my commission that you may deliver it to another. The year intervening between our last meeting at San Antonio and this, has been exceedingly pleasant to me in a personal and official sense, constituting a delightful epoch in my life. Through no efforts of my own, but largely through the efforts of those Nestors of Texas journalism and pioneers of this association, whom you know without designation by name, the Texas Press Association is now at high tide and the white caps are bursting on the billows of growing enthusiasm. And now at this meeting here in Brownwood it is an emphatic delight to me to greet one of the largest and most representative assemblies of newspaper men and women that has ever gathered in the state.

The statement was made in an evening paper last week that it used to be the case that our annual meetings were made the occasions for liquid jollifications and junketings. That statement is not correct, but it is a fact that in recent years our meetings have taken on more of the character of business and the useful and practical features have become preëminent over the purely social and entertaining; and to this fact I attribute its constant and healthy growth in recent years. I would not minimize the importance of these lighter and gayer features of our gatherings. A large percentage of the pleasure we get out of them comes from the re-union of friends and the making of new ones, and in the rest and recreation that proceeds from an outing away from the routine of office life. Yet these are only auxiliaries and accessories to the main issue. We cannot thrive on the sillabub of entertainment or the meringe of the railroad and junket; we must have first and foremost the smoking roast of business, the giblets of practical discussion. For several years past there has been a happy blending of the two, with the result that at Brownwood the most palatable sandwich of the social and the utilitarian that has ever been set before us.

To perpetuate our organization it is necessary that it have a mission and that it be constantly pegging away at it; some plan or project, either of a selfish nature, looking to the improvement of the Fourth Estate, or else of an altruistic character; some mission we must have if we would thrive and grow. The easiest and surest death is that which comes from inertia. The man of business, after an active life, retires on a competency to rest the remainder of his days, and then the rust accumulates in his joints, his brain becomes mouldy from disuse, and he passes quickly into a state of rest to which there is no end. This natural law appertaining in individual life and endeavor applies with equal force to an organization such as ours. If we would survive and thrive we must have something constantly before us demanding our united efforts.

Apropos to this suggestion, I am happy to announce that a new and unique feature has been added to the program of the present session by the committee. The school teachers have each year what they call a school of methods wherein those attending are given practical demonstrations in methods of management and of imparting instruction. And so we are to have at this meeting practical lessons in newspaper work, jobs, advertisements, etc., a kind of printers' Normal or School of Methods in which we may all learn something of value. It is confidently believed that this innovation will prove so useful and interesting that it will become a permanent feature of our annual meetings.

Again, it is proposed at the present session of the Association to organize a Press Congress, or confederation, the object of which is to secure a closer alliance between the various Associations of the state, and their coöperation in matters of vital interest to the press. The old sayings that "in union there is strength" and "united we stand, divided we fall," apply to newspaper associations as well as to other organizations. But this matter has a place on the program and will, at the proper time, be fully presented, and I will not take up your time with a discussion of it here.

A former president of this association, the distinguished manager of the Forth Worth *Record,* in an address before our last meeting, took occasion to compare the newspapers of his state with those of other states, and made a very flattering showing. Few of us are able to compare our own product with the foreign, because we see little of the press, of the country press at least, of other states. But we can institute a comparison between our own papers of today and of years ago. The improvement has been very marked. But a few years ago there were only a scanty number of power presses in use in the country offices; now, every little town has a cylinder press and an aggravating gasoline engine to pull it. A few years ago the advertiser addressed a formal card "To the Trade," full of insipid generalities, and a number of these dummies were stood up around the sides of the paper like frozen statues in a museum; now, with attractive cuts, borders, readable matter and good clean print and weekly changes, the ads are almost as interesting as the news columns, and the reader gets more than the value of his annual subscription in the bargains he finds in every issue.

Years ago the country weekly was an impersonal, acephalous sheet, with little to indicate that it had an editor beyond the occasional announcement that "ye editor" attended some fish fry or other function, or was the recipient of a mess of turnip greens from a subscriber; now the paper without a spicy editorial column is the exception, and its influence in social, civic and political lines has become one of the great reckoning forces of the state.

In a general, but very marked way, there has also been an improvement in the man behind the pencil and in the man behind the press. The editor of yesterday was in many cases a shiftless character, without ambition, money or credit in his community; today he discounts his bills for cash, and frequently breaks into the legislature. Yesterday he often begged his groceries and clothing by pawning his advertising columns to the merchant; today he dresses in tailor-made suits, imported palmettos and embossed hose, and pays for them with a check on the bank. Yesterday he was the secretary of his lodge and the footmat of his community; today he is grand mogul of the lodge, chairman of the board of trade, director in the bank, superintendent of the Sunday school and hires his washing done. Yesterday he spent the earnings of the week at the grogshop; today he takes his roll home to his wife and gives his small change to the children. The evolution of the men connected with the newspaper, from the editor up to the devil, within the last twenty years, is one of the most distinct and pleasing features of the forward movement of our great state.

There is a reason for this, and it is in the fact that better business judgment has got mixed with the ink, with the brain of the management and with the pages of the ledger. The newspaper is no longer regarded as an eleemosynary institution to be supported by the town for the good of the town, while the editor occupied a position similar to that of janitor of the cemetery. He runs his business principles, with the idea of making it a paying proposition, and the world respects him for it. So today I esteem it a very distinguished honor to face an assembly of such intelligence as this one. Representatives of the great dailies are here—the greatest in the South—Ousley of the Fort Worth *Record,* that peerless paper that drops smilingly at our doors out West here at breakfast on the morning of publication; and others — all here mingling with the boys from the country, from Pittsburg to Carrizo Springs, from Matagorda to Johnson of Memphis. And our ladies, our wives and sweethearts—how welcome they are to this gathering; how tame and insipid it would be without their inspiring presence. To them is due in a large measure the excellence of the personnel of

our Association. They have refined us of much of our dross and given us tone and a mercerized finish.

In this connection I want to render unto Caesar the things that are Caesar's. A man whose early efforts in its behalf might properly entitle him to the distinction of being called the father of this Association, but who is really old enough to be its grand-father, has gone up and down the iron avenues of the state and proclaimed the virtues of the Great West in whose palpitating heart this meeting is being held. He has carried this Association in his own generous, throbbing heart wherever the vicissitudes of a business on wheels has taken him. He loves it as his own child, and now as the sputtering mouthpiece of this big, bouncing chap, I wish to cordially thank this venerable gentleman for our healthy condition. I allude to him of a Franco-Prussian name and Huguenot ancestry, the urbane an ubiquitous Col. F. B. Baillio. Another who has in season and out of season worked with unabated zeal in behalf of the Association in general and of this session in particular, a man of American Foundry type but of Teutonic origin and designation, is he, who never fails to lend these meetings the wisdom of his counsel—C. F. Lehmann, the South Texas tobacco culturist. We are the guests of a most hospitable and refined people, a people whose enterprise is co-extensive with their hospitality, and both are free and unlimited. But I want to inform you that the Evil Genius behind all this endless chain of entrancing entertainment is my red-headed predecessor in the chair, the indomitable, the indefatigable editor of the *Banner-Bulletin* of this city. The editorial holy of holies of every newspaper in the state has been sown down with card, folders and programs; 'twas the work largely of this same Irish agitator. He has even gone so far as to erect a handsome office building that he might have a monument of his own design and construction to the enterprise and perseverance of the West Texas editor; and broad is the way and wide-open is the gate that leadeth to his heart and his sympathies; but straight is the gate and narrow is the way that leadeth to the goal of his enterprise and pluck, and few there be who attain unto it.

Others have rendered the officials of your association valuable assistance but to these three special credit is due.

The meeting now is yours. The table is set; help yourself, if there is anything not on the bill of fare that you want, ask for it and we will try to supply it. What you eat, masticate well, that it may be assimilated and do you good.

The afternoon was devoted to the reading of papers, that appear elsewhere in this issue, and to a carriage ride over the city. In the evening the editors attended an entertainment in Carnagie Hall. It was a high-class minstrel show, by lady minstrels that resulted in much innocent merriment.

Two incidents of the afternoon drive—which revealed many elegant homes and public buildings—that are worthy of special mention were receptions tendered to the editors by the Brownwood Twentieth Century Club at the beautiful home of Mrs. S. R. Coggin, and a second reception by the Floral Club at the residence of Mr. Ford. Souvenirs and flowers, sociality, music and song and choice refreshments were bestowed upon or delighted the ears of the knights of the pencil. At the Floral Club reception, ices were served on red, white and pink tables trimmed with La France, American Beauty and white roses. The ice cream was in floral designs of roses and the cake of floral colors, and to each guest was presented a souvenir book of Texas wildflowers, pressed. A mandolin club and a male quartette furnished the music.

The second day's sessions were devoted to routine and special business, to the reading of papers and discussions. The editor of this paper reached Brownwood at ten o'clock on the evening of the eleventh and was met at the cars by a carriage and a committee and conducted to the K. P. Hall where the association was in waiting. On entering the room a splendid assembly of editors and their ladies gave a cordial greeting. The hall, shown in our illustration, was handsomely decorated. Such brief words of greeting as were inspired by the occasion and the surroundings, were spoken and a brief history of the N. E. A. flag that hung back of the President's desk was given. Then all repaired to the banquet hall in the Crown hotel and, after the enjoyment of a very complete menu, responses were made to the toasts in the following order:—

"Texas and Her Newspapers," B. B. Herbert, editor NATIONAL PRINTER-JOURNALIST.

"The Ladies of the Texas Press Association," Hon. Jasper Collins, Panola *Watchman.*

"Frenzied Finance in the Newspaper Business," E. G. Gillette, Runge *News.*

"Irrigation," Alkali Eye, alias J. M. Lewis of the Houston *Post.*

"The Boll Weevil as a Public Benefactor," Col. W. G. Sterett.

"Our Guests" Rev. Geo. W. McCall, Brownwood.

"Our Hosts" J. H. Lowry, Honey Grove *Signal.*

Hall at Brownwood, Texas, where meeting was held, showing National Editorial Association Flag in front.

Col. Wm. G. Sterett acted as Toast-master. At the morning session, the editor of this paper delivered an address on "Newspaper Making and his Early Experience in Starting a Newspaper."

In brief, Mr. Herbert said that he had been especially pleased by the remarks of two speakers at the banquet on the previous evening. Mr. E. G. Gillette in speaking to the toast "Frenzied Finance in the Newspaper" had given as the financial principles in making a newspaper a money success. "Get a good field; one able to support a paper; make a good paper; get all the subscribers and all the advertising you can." Rev. Geo. W. McCall in responding to the toast. "Our Guests" had broadly reviewed the many fields of usefulness covered by the modern newspaper. It is necessary for the farmer to have productive land, then to plow and to sow and to reap but there must be thorough cultivation, systematic farming and knowledge as to the market.

The same principles hold as to the newspaper man.

He had been much edified, while on the train the previous day, by reading an able editorial in the Dallas *News* regarding the cotton industry of Texas. The paper had claimed that, in the past, there had been slackness in cultivation, a want of system and forethought in the planting and handling of the crops, a looseness in financiering and an ignorance as to the market and little regard as to what might or might not be the demand. It had occurred to him that the same faults had frequently been found among newspaper makers. The newspaper publisher must cultivate systematically along every line, must diversify, must understand all the demands of his market and must look carefully after his finances. He then related his experience when first fully launched into the business of publishing a newspaper in an agricultural county in Minnesota. He had found it necessary for the first six months to work seven days and two nights each week, in a thorough and conscientious study of conditions,

search for useful, acceptable and interest-commanding matter and in preparation of copy; in soliciting advertising and in a thorough, house to house canvass for subscribers, visiting every store, factory, shop and home in his city and county. This canvass was not made entirely with the view of direct results in increased business but with the further view of finding out the wants and the doings of the people, a gather-

Brownwood Bulletin Building, Brownwood, Texas, owned and occupied by the Mayes Printing Company.

ing and printing of such information and knowledge as might prove helpful, entertaining or useful. The result was the securing and giving information, among other things, as to all improvements that were being made in farm improvements and buildings; in better methods of farming, in the introducing of improved stock, etc., etc. One method, later adopted, was the formation of a farmer's institute to meet every month during the season from November to April, and the giving in the paper the discussions at these meetings, the advocating and enforcing by arguments and illustrating by examples, every week, improved methods of farming, diversifying and rotation of crops. Then, to afford a better market for the farmers and to build up the town, a flouring mill was advocated, money raised and the mill built; then followed the advocacy of better roads, of other factories and of a building and loan association. A half dozen of these enterprises were inaugurated and successfully carried on, including an industrial association for holding annual fairs at which liberal prizes were given for highest excellence in the products of farms, factories, shops and of women's work, cooking, butter-making, preserving of fruits and in sewing and fancy work. Lectures were also delivered on dairying and the points of best stock. All this afforded news and business for the paper and work for the job department. Neither were the schools, nor the churches, nor good government overlooked nor slighted. The paper was made an active promoter of all interests and was independent though advocating the principles of the party in harmony with the editor's own beliefs. The paper ever acknowledged that there was good in the opposite party and sometimes supported a worthy candidate of the opposition against a dishonorable one of its own party on the ground that this was the best service that could be rendered to the people and to its own party as well. The whole idea had been to make the paper fair, reliable and unprejudiced, helpful and useful without fear or favor to every reader and to every interest of the city and the whole region where published. The result had been a success and a loyal support of the paper which no opposition or competition could disturb.

Following this address the Vice-President of the Southern Cotton Association addressed the association in a most able manner with regard to the work and objects of his organization. Discussion followed and Mr. Herbert spoke of the experience of wheat raising in Minnesota. The one crop idea brought poverty, diversifying restored the soil and brought wealth. The following resolution was adopted by a unanimous vote:

Resolved, That the Texas Press Association hereby endorses the movement represented by the Southern Cotton Association and we pledge our united assistance to said Association in its effort to aid the Cotton Growers and business interest of the South.

The following officers were elected for the ensuing year: President, J. H. Lowry, of the Honey Grove *Signal;* Vice-President, T. B. Johnson, of the San Antonio *Light;* Secretary, T. B. Lusk, of the Italy *Herald;* General Attorney, Judge W. W. Walling, of San Antonio; Treasurer, C. F. Lehman, of the Hallettsville *Herald;* Essayist, J. B. Landsdale, of the McKinney *Gazette;* Orator, Mary Jane Cox, of the Moody *Courier.*

Resolutions of thanks were adopted for courtesies extended and the meeting was adjourned until evening. A handsome silver set was presented to retiring President Thomas and a beautiful, and appropriately engraved watch charm, to the Association's General Attorney, Judge W. W. Walling, with appropriate presentation and reception speeches.

In the afternoon an excursion was taken to Brady. Here the editors were met by carriages and driven to the polo grounds, where a very satisfactory and exciting game was witnessed. On these grounds, polo ponies are trained for the Eastern market and are often sold for prices as high as from $500 to $1,500 each. A feast of barbecued meats, fish, chicken, turkey and toothsome delicacies, was enjoyed

J. H. LOWRY,
Honey Grove Signal, President-Elect Texas Press Association.

in a pecan grove by a little stream of water near the city. Then followed a drive around the place and the return to Brownwood.

Saturday morning at 6:30, the whole party took the cars for a trip to San Angelo, a most beautiful little city of eight thousand people. The trip revealed a region of great beauty and richness.

At one point, Santa Anna, two singular ridges or mountains, separated by the famous Santa Gap through which the "old trail" used to run, were pointed out extensive stone quarries supplying a superior quality of building stone. At San Angelo, the old U. S. fort—where the deserted, famous hospital, the soldiers' barracks, built of stone, and officers' residences still stand—and Riverside Park were visited. At the barracks an old sun dial attracted much attention but the shadow was out of time with the watches that were all set to railroad instead of exact local meridian time. Amusements were witnessed at the park and rowing and naptha launch rides enjoyed. A most sumptuous, complete and admirably served dinner, provided by the refined and beautiful ladies of the place, who acted as and proved most charming hosts and waiters, was enjoyed. Eloquent speeches in praise of the country and the feast followed and then a drive around the city to the cars. On the return trip, the hospitalities of Ballenger were enjoyed. There was a reception and speeches at the opera house, and a splendid repast served by the ladies. In the interval between the reception and the feast, some of the party visited a ball game and others drove around the city. The return was then taken to Brownwood, where the editors arrived at 9:30 tired but refreshed and joyous over all that they had seen and experienced. This is the way they do things in Western Texas, and there is no more rich, beautiful or progressive region in this whole land. The people are from all sections of the Union, and they are prosperous, intelligent and refined. Splendid school houses and churches are everywhere in evidence in the cities and villages. Absolute prohibition, under a wise local option law, prevails in many places and there is a more prevalent religious sentiment than is found in many other regions of our country. Our only regret is that space forbids giving a more extended account of the country and of the magnificent entertainments enjoyed and of the hospitable people who are, in all this vast State of the Southwest, building so well and so grandly.

We can not refrain, however, from reprinting from the Brownwood *Bulletin*, a brief description of one entertainment, given to the ladies of the Association, on Thursday afternoon at Brady:

Despite the weeping clouds of the morning, the home of Mr. and Mrs. C. H. Bencini presented a scene of beauty and loveliness, the occasion being a reception tendered by Mrs. C. H. Bencini to the ladies of the Press Association.

Perfect in its appointment for entertaining, the interior of the home was beautified by exquisite floral decorations. In the large hall luxuriant with palms and ferns, the guests were greeted by Mesdames Blair and Guthrie and conducted to the parlor where the charming hostess received them in her most gracious manner, presenting them in turn to Miss De Zavala of San Antonio, the guest of honor. In the receiving line were also Mesdames Abney, Yantis and Gilliam. Festoons of the dainty graceful smilax added to the exquisite beauty of this room. Mesdames Rogers and Fowler led the way to the next room, a veritable bouquet of American Beauty roses. Here they were greeted by Mesdames Shepard, Mayes, Armstrong and Cross. In this room Misses Yantis and Ludlow and Miss Gooch of Temple dispensed delicious nectar from golden cups.

Mrs. Scott then showed the way to the diningroom. La France and Bride roses were used in this room in profusion. Mesdames Humphreys and McCartney received the delighted guests and to them was served moulded cream and cake by Misses Roxy Grove, Lella Lambertson, Hattie Conway and Cleone Bencini. Mrs. Lambertson and Mrs. Jersig then introduced each visitor to the tea room, where a bit of nature had been transplanted in the form of our state flower, the Blue Bonnets. Here Mesdames Timmins, Ketterson and Prater presided.

From this repast Mesdames Roberts and Percy Scott conducted the guests to the library, fragrant and beautiful with sweet peas. Mesdames Hervey Mayes, Lee, Grant, Conway and Misses Long and Green were here and in their most pleasant manner gave to each a souvenir of the occasion, and received the autograph of each guest in a beautiful, hand-painted booklet.

The sound of sweet music, mingled with the voices of joy and gladness, truly made one oblivious to all else beside.

It is safe to say that the Press ladies were there in full numbers.

Miss Adena De Zavala, mentioned as the guest of honor on this occasion is the President of the Daughters of the Republic of Texas, and her grandfather was Vice-President of that Republic, that had an existence, among the separate nations, of nine years after the declaring independence from Mexico and before becoming a part of the territory of the United States. During that period, the people made an unequaled record for patriotism, heroism and endurance. At the world-famed Alamo, the immortalized heroes,—surrounded by the soldiers under Santa Ana, outnumbering the Texan patriots more than a hundred to one,—fought until the last man fell and not one lived to tell the tale. Miss Zavala started and carried forward the movement, with the aid of other noble women, for the purchase and preservation of the Alamo and she is much honored for her work. The funds have been provided and the purchase made and it is now her ambition to fill the place with souvenirs and relics of the Republic and to make it a patriotic shrine not only for Texas but for the people of the whole Union.

James H. Lowry. President of the Texas Press Association

Tennessee has been liberal in her contribution of men to Texas—statesmen, patriots and citizens—and some newspaper men. Texas is indebted to Tennessee for the recently elected president of the Texas Press Association, James Hardy Lowry, of the Honey Grove *Signal*. Mr. Lowry was born at Bells, Tennessee, May 9, 1866, and lived on a farm till he was sixteen years of age. But the peaceful pursuits of farm life were not strenuous enough for him and when he was sixteen years of age he went into the printing office at Bells to learn the trade that should be his through life. Attracted by the possibilities of the state, he moved to Texas in 1886, working several years at his trade before settling at Honey Grove, where he has been for many years editor and publisher of the *Signal*, and blessed with a devoted wife and sweet little girl his cup of happiness should be complete. There is not a newspaper man in the big State of Texas better known or more highly esteemed than Jim Lowry. This popularity is not due to some eccentricity of disposition but to the recognized ability and sterling character of the man, whose ready wit and sparkling humor have won for him the sobriquet of "Bill Nye of North Texas," and whose genial disposition has made him a friend of every person with whom he has come in contact. The Texas Press Association has honored itself in electing J. H. Lowry as its president.

PANEL BORDERS

Printers generally will be quick to appreciate as a valuable acquisition the series of Panel Borders just brought out by the American Type Founders Company and shown for the first time in the Golden Book of Business. This is a series of a dozen or more border designs, each style being made in five different sizes and all being cast on six point body. These have been designed primarily for use in the building up of Panel Typography and will prove very attractive substitutes for brass rule being susceptible of such a variety of combinations and being at the same time cheaper than the use of brass rule for panel work.

ANNA, ILL., April 20, 1905.

National Printer-Journalist Co., Chicago, Ill.

DEAR SIRS:—Please find enclosed stamps to amount of 20 cents for which please send me the March number of your excellent journal. I consider it the best published in the U. S.

MILLARD F. RUSHING.

NEW PRESS ASSOCIATION FORMED

The Le Roy, N. Y., *Gazette,* gave, in its issue of April 26th, the following account of the forming of a new press association, that will, doubtless, be found profitably suggestive to editors and publishers in other states who have been contemplating the getting closer together in district or county organizations for the promotion of business ends, through frequent meetings, discussions and united action:

The publishers of weekly papers in Western New York have for some time felt the desirability of an organization tending toward a solution of some of the problems which in various ways confront the craft. It has been felt that the formation of a purely business association would afford valuable opportunity for "comparing notes" on all subjects pertaining to the publication of a newspaper and of printing in general. Conditions have changed very rapidly within the past few years, and they seem to point to the necessity of more uniform methods along general lines.

With the above ideas in mind, a meeting of publishers was held on Friday at the hall of the Chamber of Commerce in the city of Rochester and an organization perfected under the name of the Western New York Newspaper Publishers' Association. The following officers were chosen:

President—P. A. Blossum, Brockport *Republic.*

Vice-President—Geo. E. Marcellus, The Le Roy *Gazette.*

Secretary and Treasurer—W. O. Greene, Fairport *Mail.*

The above officers with J. A. Simpson, of the Albion *American,* and A. Van Allen, of the Avon *Herald,* constitute the executive committee.

It was decided that the annual meeting be held on the third Friday of April, and that regular meetings be held on the third Fridays of July, October and January.

A constitution was adopted, and by-laws are to be formulated at an adjourned meeting to be held at the Chamber of Commerce in Rochester, on Friday, May 5, at which time it is expected that the membership will be largely increased, and plans formulated for a practical working organization that will result in great mutual benefit.

TO PHOTO-ENGRAVERS

EMPHASIZING SOME HINTS THAT ARE EQUALLY VALUABLE TO PRINTERS AND NEWSPAPER PUBLISHERS.

DEAR SIRS:—The ninth annual convention of the Photo-Engravers of the United States and Canada will be held at Buffalo, N. Y., June 19, 20, 21.

The object of this gathering is to make an effort to correct certain evils or abuses in the trade. There may be many, but classified and condensed there are but two: First, competition which gives the average customer too much for his money. Second, organized labor, resulting in the workmen getting too much, in proportion, for the quality and quantity of service rendered. Between the two, the employer, the Photo-Engraver, gets too little for the services rendered to his customers, too meager returns on his investment and has scant promise of future improvement in any of these conditions.

The object of this meeting is commendable, but will it be successful? The proportion of the employers who will be there, to those who do not believe that anything will be done to improve conditions, may be in favor of the non-believers, and it must be obvious to every member that all old theories and arguments have failed to produce results. The business has become worse instead of better since the last convention, and instead of showing improvement at any time, each succeeding convention has found that the three conditions enumerated have grown,—better for the customer, better for the workmen and less satisfactory to the employer.

Admitting the possibility of this convention making plans to remedy any or all of these troubles through an absolute unanimity of views and promises to each other, what can be expected of the contrary cuss that never has and never will meet his competitors half-way on any proposition calculated to promote harmony and fellowship in the craft? Can we afford to frame up a plan that will not be acceptable to those of the trade who are not there, and take a chance of injuring our business in an effort to keep faith with each other?

Without argument the one object we are striving for is, that all Photo-Engravers shall be willing to "live and let live" by deciding as to what is a fair price for their work and religiously adhering to that price. A just object unquestionably, but what is a fair price for halftones, for example? Are we to declare in favor of a fifteen cent rate because that is the cost of minimums, or for a ten cent rate because there is a handsome profit in large cuts at that rate, or are we to decide in favor of a twelve and one-half cent rate because it is a "split the difference" and is the rate that is fast becoming general? Are we to sit in the meetings and scold and rail over the situation and not decide on a plan that will forever dispose of the square inch abomination? The National Association of Photo-Engravers has had eight conventions, the members have had a good time telling of their troubles, and have gone back to their shops to continue operations in the same old way.

There is one serious fault with the Photo-Engraving business that can be corrected by this convention, and that is the square inch folly. It is unprofitable to the engraver and

Mines in Cripple Creek District, Colorado

unjust to the best half of our customers. There is nothing consistent or equitable about it; it has been, is now, and always will be the cause of lowering prices. It is an absurdity without one redeeming feature and should have been disposed of at the first convention. Cut it out forever—kill it now. Go to the convention and do your part toward burying it. Declare yourself in favor of a Scale of Prices. Don't stay at home and kick and scold about the past,—but go, and get busy for future improvement. It's up to you.

GEO. H. BENEDICT.

NATIONAL ASSOCIATION OF PHOTO-ENGRAVERS

CHICAGO, April 25, 1905.

National Printer-Journalist, Chicago, Ill.

GENTLEMEN:—If not too late, we would like to have you give notice regarding the next annual convention of the Photo-Engravers, in your May number, or at least, in the next issue.

On the 12th of April, the joint Executive Committee of the Electrotypers and Engravers held a very enthusiastic meeting in Cleveland, there being a very large number in attendance. They heard reports from the National Secretary, who has been doing pioneer, organizing work for the past year, and the reports were exceedingly encouraging, showing great progress made. Members were all exceedingly enthusiastic, and it was voted that the work of the Chairman of the joint Executive Committee and the Secretary be endorsed, and that the Committee recommend to the National Association the continuance of the work. Also, decided to hold the convention at Buffalo, N. Y., June 19th, 20th and 21st, and the largest convention in the history of the National Association of Photo-Engravers is expected to be held at that time.

All the engravers are invited to come and bring their wives, and have a grand social time as well as a grand business time.

Thanking you for whatever you may do for us in extending this notice, I beg to remain,

Yours very truly,

J. L. SHILLING, President.

THE GOVERNOR OF OKLAHOMA ON THE 101 RANCH ENTERTAINMENT.

EXECUTIVE OFFICE, TERRITORY OF OKLAHOMA,
GUTHRIE, May 16, 1905.

Hon. Wm. A. Ashbrook, Corresponding Secretary N. E. A., Johnstown, Ohio.

Dear Sir: Having read the circular letter sent out by you under date of May 12, 1905, I perceive that certain impressions have gone abroad relative to the programme for the entertainment of the National Editorial Association at the 101 Ranch during the stay of the editors in Oklahoma.

It is to be regretted that such stories have been sent out. I want to assure you that no cruelty of any kind will be practiced on the occasion named. I take it for granted that the exercises at the 101 Ranch will be harmless enough, but exaggerated reports have reached the press and been spread all over the country in regard to cruelties, etc., which it is alleged will be practiced on that occasion. These reports are misrepresentative of conditions in Oklahoma and have given a false impression.

In regard to the programme at the 101 Ranch I desire to state that it will be just as much of a novelty to the people of Oklahoma as it will be to the visitors from the various states. The conditions advertised are not representative of the territory. It will simply be a show, a reproduction of what has been. For several months past those who are interested in this "buffalo hunt" have been making arrangements for the event and preparing the entertainment for the amusement of the Editorial Association. The "wild west" features of this entertainment have been gathered from all over the country. The buffalo have been shipped here from the north. The other "wild west" features have been gathered from various sources. The representatives of the press who understand this in its true light know that it is not to be a representation of conditions as they now are, but, as above indicated, a reproduction of conditions which prevailed here years ago.

In regard to the report alleging that a human being is to be scalped, I desire to say that it is merely a sensational story sent out for effect, and in regard to cruelty to animals will also say that no such thing will be allowed. The reports have gone out to the effect that buffalo will be chased by Indians, who will use spears, arrows, etc. These reports are wholly without foundation.

Taking it as a whole, I consider the stories relative to the 101 Ranch entertainment as a libel upon the name of Oklahoma, and very much regret that this entertainment was in any way associated with the visit of the editors to our territory. While harmless enough in its purpose, it has given color to the many misleading, sensational reports which have from time to time reached the public relative to conditions in Oklahoma. The programme at the ranch will draw a large crowd from Oklahoma. Why? Because the people here have seen nothing of the kind for many years and will be attracted by the novelty of it.

Assurance can be given to the public that no one will be scalped, no cruelty to animals will be allowed, and that the features of the proposed entertainment are not representative of conditions which now prevail in Oklahoma, but representative rather of conditions which prevailed here before the opening of Oklahoma to settlement. Very respectfully,

T. V. B. FERGUSON, Governor.

* * *

The Scale of Prices for Half-tones, presented in our advertising pages, by the Globe Engraving and Electrotyping Company, of Chicago, deserves careful study. The scale is founded on the true and just principles of cost of production. There is no greater folly, viewed from a practical business or economic standpoint, than the manufacture or sale of half-tones at a uniform, unvarying square-inch rate. It would be no greater folly for printers to charge for all job work by the square inch, or, for illustration, the setting up, taking proof, correcting and handling ten tastefully composed letter-heads for the same price per inch, because they cover the same space, as for setting up a page in a fine booklet or folder. In making separate cuts, each has to have a negative taken, and a separate etching, beveling, blocking and proof. The fact is that two hundred square inches of cuts two and a half by four inches, cost as much to make as do eight hundred inches of eight by ten inch cuts, or the smaller cuts cost the engraver four times as much as do the larger cuts.

* * *

"The Benedict Table of Wages," by Geo. H. Benedict & Co., 415 Dearborn street, Chicago, is a very ingenious device for almost automatically computing wages due, or the making up a pay roll from any rate of wages per day or week at from one cent to sixty-five cents an hour. It is issued in the form of a small revolving cylinder, and by turning the cylinder in the hand, the sum or amount of wages for any given time is shown, much more simply and quickly than is possible through the use of any ready reckoner in book form. By its use a girl in the office can make up the pay roll—having the time and rate of wages of each employe—without the aid of the bookkeeper, and the work of two hours can be done in twenty minutes. It secures accuracy, while saving valuable time and the labor of a skilled accountant. It will prove a great convenience in any office and a decided economy of hours and mintues, when the greatest speed is important, in large establishments where the pay rolls are complex by reason of the varying hours of work by scores or hundreds of employes.

BUSINESS NOTES

This Department is conducted for the benefit of advertisers, and expresses their claims and views

Charles M. Palmer, newspaper broker, 277 Broadway, N. Y., reports the negotiation of the sale, through his agency, from the owner, Mr. J. C. Longhead, of the *Daily News* of Braddock, Pa., to Mr. L. F. Ross, formerly city editor of the McKeesport, Pa., *News*.

The development of the western business of The Harris Automatic Press Company has necessitated larger and more convenient quarters in Chicago, and the Western office has been moved from the Old Colony building to ground floor store room at 317 Dearborn Street. This is in the midst of the habitat of the printer, and arrangements have been made to exhibit Harris presses in operation. All interested are cordially invited to call, by The Harris Automatic Press Company.

Twenty of the illustrations showing buildings and views in the city of Guthrie, appearing in our April issue, were from photographs by Armantrout Bros., Photographers, 118 East Oklahoma Avenue, Guthrie, Oklahoma. We have seldom, if ever, found a more satisfactory collection of views in any city of the United States. These photographs made a most excellent showing of that city and enabled us to properly present its attractions in our pages. It was intended, and directions were given, to give proper credit to the Armantrout Bros., but by some means, in the hurry of making up the forms, after the cuts arrived from the engravers, this was overlooked.

This issue of the NATIONAL PRINTER-JOURNALIST will be in the hands of every delegate to the National Editorial convention and if any of these wish photographic views, all such will be well served by visiting the gallery of the gentlemen named above.

The body type sizes of the Lowell Series, a handsome new face made by the Keystone Type Foundry, of Philadelphia and New York, is shown on a two page insert in the present issue. It is a remarkably clear and well cut letter and notwithstanding the fact that a great deal of matter can be put in a small space, it is easily read. While it is here shown purely as a body letter, yet in conjunction with the larger sizes from 24 to 84 point inclusive, which are about ready for delivery to the printer, it makes a very attractive and handy letter in the job room.

A good numbering machine is mechanically accurate and, when worked in a job, makes no skips of sheets In numbering by hand one forgets or blunders. The numbering machine is accurate and never forgets. The numbering machine is above all a great saver of time; it counts and numbers while the press runs. The Wetter Numbering Machine, manufactured by the Wetter Numbering Machine Company, 331-341 Classon avenue, Brooklyn, N. Y., has proved the test of years. It was first on the field, has been constantly improved and is now mechanically perfect. It is the only machine with a low plunger, and the only type high automatic numbering machine that can be worked on either a cylinder or platen press.

It locks up in a form like a slug or cut, and no attachments of any kind are necessary to operate. It is automatic from one to one hundred thousand, and will number anything. It is one of the most economical, practical appliances that can be bought, and should be in every printing office.

TIFFANY UPRIGHT

With usual enterprise the American Type Founders Company has reproduced the lettering at present so much in vogue with Tiffany and other leading engravers throughout the country. We show in this paragraph specimen lines of the 24 point size of this face which has been designated as Tiffany Upright.

Tiffany Upright
The Latest American Script Design

Printers will be quick to appreciate the possibilities of this face for use in printing wedding invitations, announcements, commencement programs, and coming just at the season when there is a particular demand for this kind of printing, there is no question but that Tiffany Upright will make a decided hit. It is made in 12, 14, 18, 24, 30, 36 and 48 point sizes.

"MAKE YOUR OWN TYPE"

The United Printing Machinery occupy page 386 of this issue to set before our readers their remarkable line of economizers. They send us the following memo, relating to their type machine:

"This machine in 300 days of 9 hours each will make 15,000 lbs. of type. A printer of national reputation, as a cost statistician, writes that job type as sold at present prices by the type foundries averages 57c per lb. for sizes ranging from 6 to 36 point. At this figure the product is worth $8,550. The cost statistician referred to, pays a lad $4.50 a week to operate his machine, others pay $6, $10, and so on, up to $25 per week. One lad is operating two machines for $12 per week. Add to the cost of labor as you find it the price of old type metal at 6c per lb., or new metal at 11c per lb. (a high figure) and you will find that the gross profit on a gross year's product at the highest rate for wages and highest price for metal is $5,600. Plenty of margin here to deduct incidental and fixed charges. We find a machine in Richmond running 18 hours a day, and another in New York. In these cases, it appears that the machine is a developer of profits "beyond the dreams of avarice."

What is a machine, so simple and automatic in its character, using less than ¼ h. p. worth? Would $5,000 be too much? Not for a typefounder, but too much for the printer.

Our policy is to sell to the printer, i. e., more machines at a lower price. The printer who will sign an agreement to use the machine and its product in his own establishment only can buy it at a very reasonable figure—one that will make it a profitable investment if he only makes 750 lbs. of type a year."

SANDERS ENGRAVING COMPANY SENDS OUT "AT HOME" INVITATIONS

Is Now Located in New Quarters at 221-223 Olive Street, St. Louis.

CUSTOMERS TO HAVE EVERY CONVENIENCE.

The building at 221 and 223 Olive street, which was sold last winter by J. T. McCasland to Lon Sanders, has been entirely reconstructed to be used as the permanent home of the Sanders Engraving Company. The location of this building is in the heart of the printers' district, which is very desirable for an engraving company, as a large percentage of the business comes from the printing firms and the idea was to secure a location which would be in close touch with the printing trade.

Since buying the building, the Sanders company has entirely changed the interior of the same, arranged to specially adapt it for an engraving and electrotyping establishment.

FLOOR SPACE LARGER.

The floor space in this building is about one-third larger than in their former location, which will give an opportunity for increasing their capacity in each branch of the business.

The Sanders Company is the largest engraving and electrotyping establishment in the West, employing over 100 men, and the volume of their business is of such size that they can arrange their men to work in separate departments, which gives the highest efficiency and is a great saving in the cost of producing such work.

They have placed a branch telephone exchange in the new Olive street building and as each department is now connected with a Bell telephone, their customers can easily talk to the superintendent in any department where they may have business, without loss of time.

Mr. Sanders is so proud of the new establishement that the company have recently mailed invitations to their customers to pay them a visit and go through the details of making engravings and electrotypes. They will gladly extend this invitation to any one interested in this line of business if they will call at the Sanders' building, 221 and 223 Olive street.—*St. Louis Chronicle.*

THE GOLDEN BOOK OF BUSINESS

Never before have printers received such a demonstration of printing as an art as that given in the Golden Book of Business which has just been mailed by the American Type Founders Company. Each leaf of the thirty pages of this notable work is printed on a different color of Old Hampshire Bond Paper, beautifully illuminated in colors and the pages abound with illustrations comprising about all the forms of commercial printing. Unquestionably this will prove of exceeding interest to every printer, being full as it is, of suggestive hints for treatment of just the kind of every day work which comes to the average printing office.

The buyer of printing whose announcements call for an absolutely plain type showing, will be more than charmed by the full page announcements appearing in this pamphlet. There is absolutely no embellishment about these special pages but they carry weight and are irresistibly attractive. Every shade of taste is represented, and the artistic printer will find the Golden Book of Business a veritable mine of wealth.

This work which is being done for the American Type Founders Company by Mr. Bradley will leave its impress on typography, the full influence of which will not be appreciated for years to come. Such exhibits can but give a wonderful impetus to printing and result in a general increase in the demand for varied forms of the kinds of publicity supplied by printers.

THE KEYSTONE IN DETROIT.

The Keystone Type Foundry, Philadelphia, with its New York Branch House and Selling Agencies in Chicago, Richmond and Atlanta, has leased the five-story and basement building, No. 43 Larned Street, West Detroit, Michigan, and has just installed a large and complete stock of Keystone, Nickel Alloy Type, Brass Rules, "All Brass Galleys," Leads and Slugs of its own manufacture, and in addition, an extensive line of the lateset and best of everything in the way of Wood Goods and Miscellaneous Printing Material.

This Foundry, which is especially noted for the excellence in design and quality of its goods, service and up-to-date advertsing, sees in Detroit a necessity for better service in supplying the many large printing and publishing houses in that city and vicinity, and we have no doubt that users of its products will welcome this new departure in their midst and show their appreciation by substantial support and encouragement.

RICHFIELD SPRINGS, N. Y.

Lackawanna Railroad

For your summer outing. Situated in the Otsego Hills, where the altitude is high, the air cool and bracing, the out-door life delightful; for those suffering from gout, rheumatism and nervous diseases the sulphur baths and springs are the most efficacious in the world.

A beautifully illustrated book of 128 pages describing these and other resorts along the Lackawanna Railroad, and containing a fascinating love story, entitled "A Paper Proposal," sent for 10 cents in stamps. The edition is limited. Write for a copy to-day to T. W. LEE, General Passenger Agent, Lackawanna Railroad, New York City.

B-C HALF-TONES
Are Easy To Print

Poor half-tones are *expensive* to print—they require an unwarranted amount of time in the "make-ready." The "make-ready" consumes the time of your high salaried pressmen and "ties up" your presses. *One* faulty half-tone may dissipate the profit on an *entire job.*

BARNES-CROSBY HALF-TONES ARE EASY TO PRINT

Why? They are made under right conditions; best materials—best apparatus—best workmanship. They are etched very deep—carefully re-etched—accurately blocked—and are *thoroughly tested* before leaving the shop.

With "B-C Quality" half-tones you are assured the best results at the minimum expense.

The Day and Night operation of our engraving department is another feature to be considered.

If you are interested in fine half-tone work write on your letter head for our "B-C Co. Budget."

ADDRESS OUR NEAREST HOUSE

BARNES-CROSBY COMPANY

E. W. HOUSER, President

ARTISTS ELECTROTYPERS — ENGRAVERS — COMMERCIAL PHOTOGRAPHERS

"Engraving Day and Night."

Chicago New York St. Louis

Largest Engraving Concern in the World.

Wants and For Sale.

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office no later than the 20th of the month preceding date of publication. Cash must accompany order.

FOR SALE—PRINTING MATERIAL

FOR SALE—The following fonts of 2-letter Linotype Matrices: Two fonts 6-point No. 2 with Gothic No. 3; three fonts 9-point Devinne series with Antique No. 3. The above matrices are complete and practically as good as new. Will sell at $40 per font. GENEVA PRINTING COMPANY, Geneva, N. Y.

MISCELLANEOUS

A COLD SIMPLEX STEREOTYPING OUTFIT, $17.00 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

THE VAN BIBBER ROLLER CO., Sixth and Vine Sts., Cincinnati, will give you *the best rollers* that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in presswork than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

YOUR
ANNUAL
INVENTORY

will show the exact condition of your business if written up on "Blanchard's Annual Tables for Printers and Binders." Sent postpaid on receipt of the price, $2.00. Address,

National Printer-Journalist
1319 Ravenswood Park, Chicago

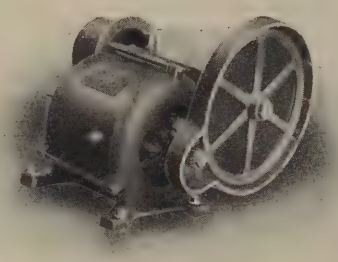
POLISHED ZINC AND COPPER PLATES
★ GLOSSOID BRANDS ★
OUR ZINC GIVING RESULTS NEARER TO SOFT ZINC
Superior Quality —— Finer Lines —— Attractive Prices
DRAGONS BLOOD — CHARCOAL — PHOTO-ENGRAVERS' SUPPLIES
Star Engravers' Supply Co.
81 and 83 FULTON STREET
TELEPHONE 129 JOHN NEW YORK CITY

KNIFE-GRINDERS

FOUR STYLES MADE IN SIXTEEN SIZES FROM 20 TO 90 INCHES LONG. WARRANTED FOR WET OR DRY GRINDING. :::: WHEN ASKING FOR QUOTATIONS SEND US LENGTH OF KNIFE (NOT WIDTH OF YOUR CUTTER) ═══ COMPLETE BINDERY OUTFITS

The BLACKHALL MANUFACTURING COMPANY ::: 17 Lock Street, Buffalo, N. Y.

LINOTYPE MOTOR



½ H.-P. Capacity.

JUST THE THING FOR PRINT SHOPS

A Single-Phase Alternating Current Motor to run your Linotype Machine. Ratio of back gearing and dimensions of pulley especially designed for this service. Also larger sizes up to 40 Horse-power. Write for Bulletin No. 68.

WAGNER ELECTRIC MFG CO.
ST. LOUIS, U. S. A.

YOU'LL LIKE MY STYLE

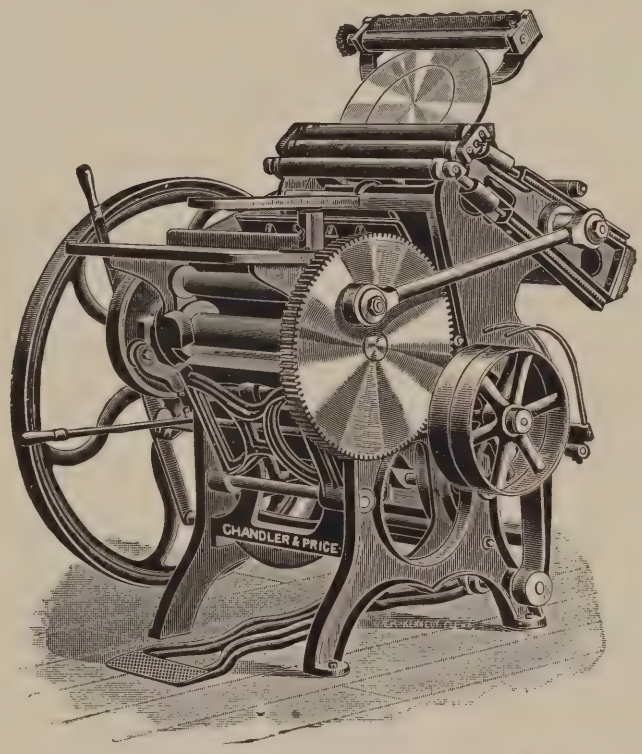
¶ The Editor needs my **STYLE CARD** on his desk to assist him in preparing copy
¶ The Compositor should have a copy of my **STYLE CARD** hanging near his case to answer the many questions of style which arise daily. It makes your proof cleaner
¶ The Proofreader will find my **STYLE CARD** a valuable help in harmonizing the style of the office. Insist on its constant use
¶ The Reader will note the improvement in your paper if you use my **STYLE CARD**
¶ Printed on heavy cardboard, with round corners, punched for hanging in a convenient place. It become a necessity as soon as seen
¶ One for 10 cents; three for 25 cents

E. S. Hanson, 1524 E. Ravenswood Park
Chicago, Illinois

"*The* REASONS"

Perfection of Construction, proper adaptation to the work for which they are intended, *perfect adjustment, durability* and the *reasonable prices* at which they are sold (the latter being made possible by the large number manufactured), are the *Reasons* for the *World Wide Success* of the

CHANDLER & PRICE PRESSES



Their almost *Universal Use* by the *Best* and *Most Progressive Printers* all over the World, *Proves* that they are up to the *Highest Standard in every way*

THE CHANDLER & PRICE COMPANY

MANUFACTURERS OF HIGH GRADE MACHINERY

CLEVELAND, OHIO, U. S. A.

Do you still adhere to that old fallacy proverbial among so many printers

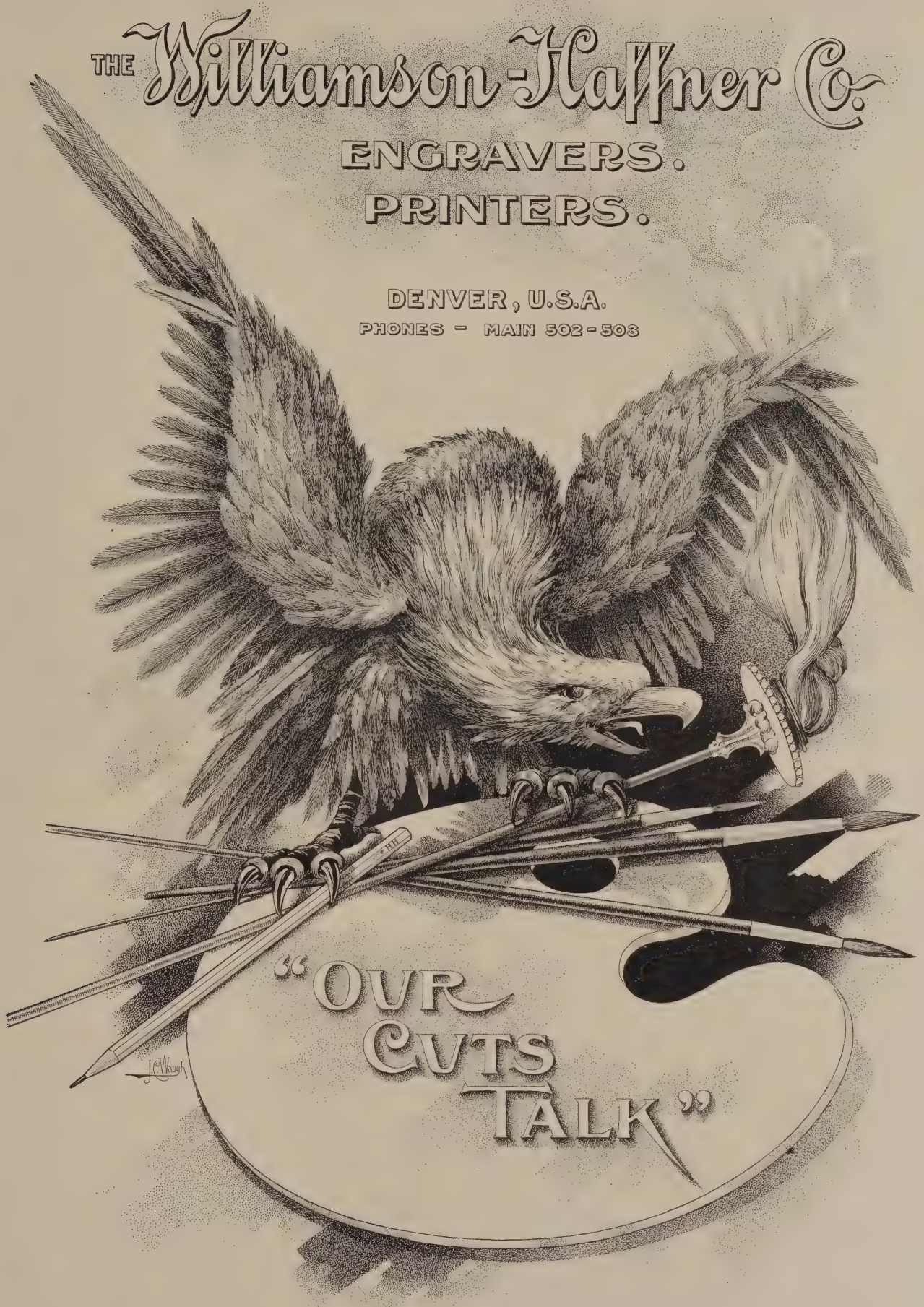
THAT one black is just as good as another if it's black, or one red is just as good as another if it's red? Just as though it did not take special treatment to qualify it for the various purposes for which it is used. Don't lose sight of this in the hurry; it will cost you money (in rejected work some day)—much more, probably, than the cost of a little good ink in the first place. The rapid growth of our business is good proof that our inks and colors are all that we claim for them—quality all through.

BERLIN INK & COLOR CO.

Printing and Litho Inks, Bronzes, Varnishes, Dry Colors

ELEVENTH AND HAMILTON STREETS - - - PHILADELPHIA

CHICAGO, 188 Monroe St. DETROIT INDIANAPOLIS RICHMOND, VA.


THE Williamson-Haffner Co.
ENGRAVERS.
PRINTERS.
DENVER, U.S.A.
PHONES - MAIN 502-503
"OUR CUTS TALK"

A Days Outing At Fox Lake

If you cannot get away for a week or more don't give up your vacation. Enjoy a day or two at Fox Lake, Chicago's nearest lake resort. There are excellent accommodations and plenty of outdoor sport — fishing, sailing, rowing, bathing, baseball and tennis. The train service is frequent and convenient, and the run is made in about an hour on the

Chicago, Milwaukee & St. Paul Railway

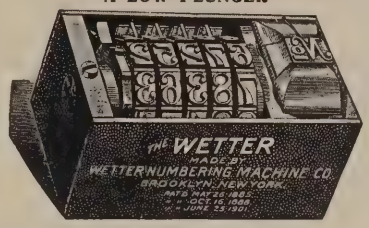
Less than fifty miles from Union Passenger Station, Chicago, to one of the most attractive lake resorts in the Middle West. There you can enjoy an ideal vacation at slight expense, and be within easy call of the city.

New folder containing valuable detail map of Fox Lake Country now ready for distribution, free on application at

TICKET OFFICE:

95 Adams Street, Chicago

THE ONLY MACHINE WITH A LOW PLUNGER



The WETTER

Is the only TYPE-HIGH numbering machine that can be worked on either a cylinder or platen press.

A TYPE-HIGH Automatic Numbering Machine. Locks up in the form like a slug or cut No attachments of any kind are necessary to operate it. Automatic from 1 to 100,000. Will number anything. Compact and small enough to lock up with type matter permitting of Printing and Numbering at One Impression.

EVERY TYPEFOUNDER AND DEALER CARRIES IN STOCK AND ENDORSES THE "WETTER"

THE WETTER NUMBERING MACHINE CO., 331-341 Classon Ave., BROOKLYN-NEW YORK, U. S. A.

Cable Address: "WETTER-BROOKLYN." Code used, ABC, Fifth edition.

Inkoleum is a pure colorless liquid and does not affect working properties of inks like paste compounds introducing foreign matter, wax, tallow, etc., which lessens strength of color. **Inkoleum** spreads pigment evenly and gives best results. Try it and note the difference.

Ink Reducer and Dryer

INKOLEUM

THE OLDEST AND STILL THE BEST

PRICE 50 CENTS. NO SAMPLES.

Use Inks of heavy body and reduce with **Inkoleum** as paper requires. Thin inks are reduced with varnish and color weakened. **Inkoleum** will start your presses cold mornings without washup. The only reducer **sold by supply houses** everywhere. That tell's the story.

ST. LOUIS PHOTO ENGRAVING CO.

DESIGNERS AND PROCESS ENGRAVERS

HALF-TONE AND ZINC ETCHING.

N.E. COR. 4TH & PINE STS.

SEND FOR SAMPLES.

ST. LOUIS, MO.

ACME INK REDUCER

Is DOUBLE-VALUE for ALL Printers' Use.

BEST IN THE WORLD For printing SOLID CUTS on any kind of paper—it prevents "picking of paper" filling up of fine-line cuts or small type, and dries with a bright and perfect finish.

ANY INK (old or new) can be used with the ACME KIND with the same satisfactory results. Try it—Sample Free—Postpaid.

ACME COMPOUND CO., ELKHART, IND.

Representative: YALE PRINTERS' SUPPLY CO., NEW HAVEN, CONN.

¶ Absolute register and perfect distribution can be assured upon a Hoe Stop Cylinder Press. There are some jobs that require double rolling upon a 4 roller two revolution that can be satisfactorily run upon a six roller Hoe Stop.

¶ In a battery of four or more modern presses doing fine printing, a Hoe Stop will more than hold its own as a profit bearing proposition. High grade work cannot be fed to register beyond the capacity of a Hoe Stop.

¶ This press has six form rollers with vibrators and riders, table and cylinder distribution, roller trip, tapeless delivery, four tracks, is thoroughly built from base to feed boards. Will be erected upon your floor at our expense upon sixty days trial for $1500 (cost new $4500) with the understanding that it is to fulfill our guarantee in every particular.

Conner, Fendler & Co.,
New York City.

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Hoke Engraving Plate Co. 394
Inkoleum 447
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Lackawanna R. R. 440
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JULY—1905

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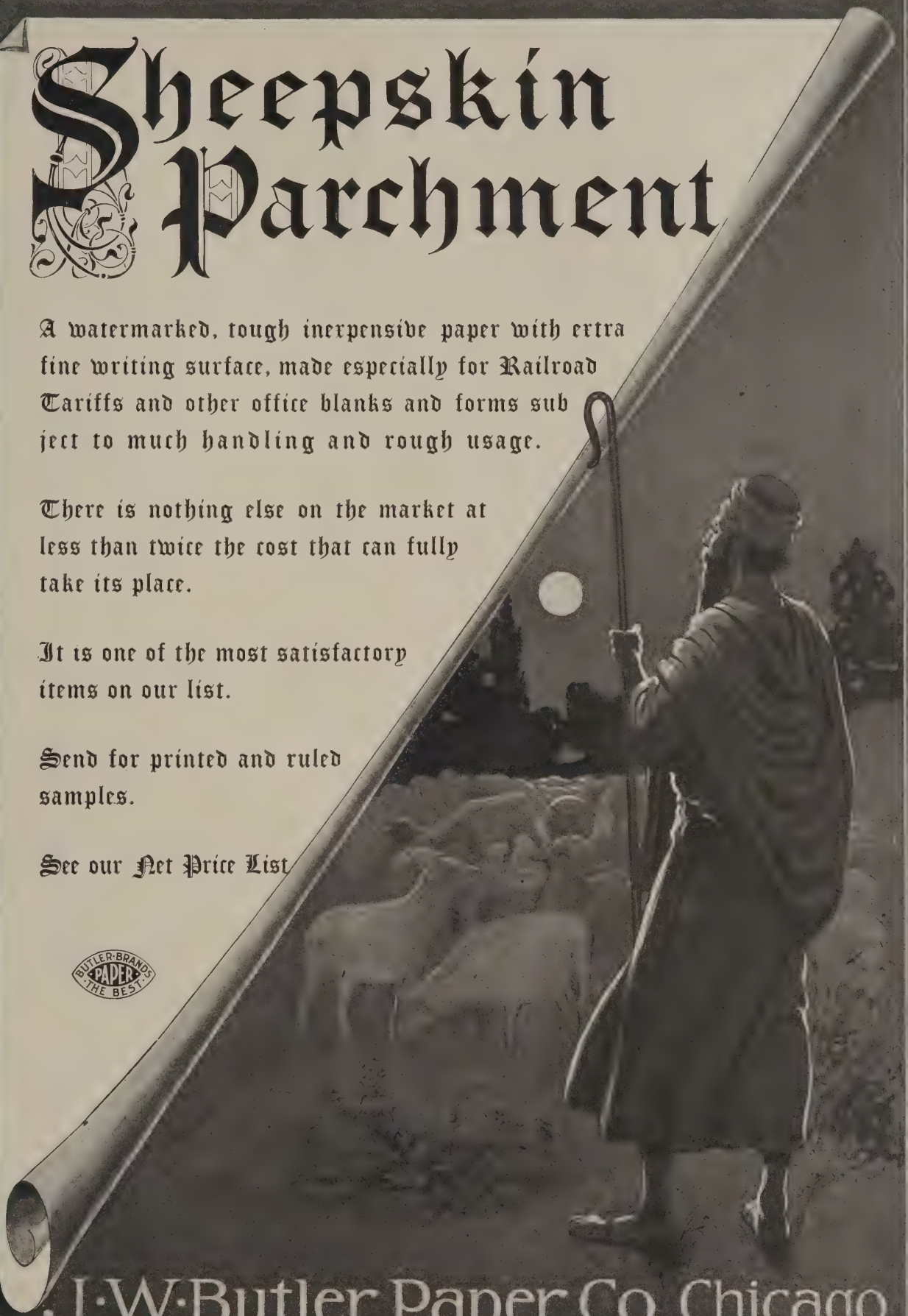

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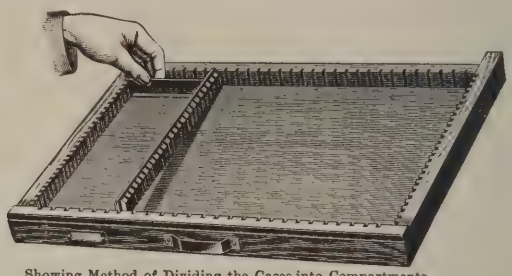
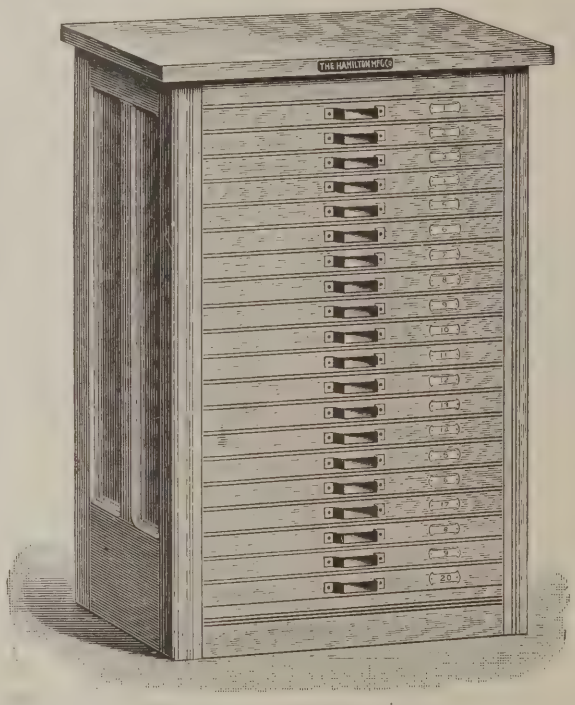


Showing Method of Dividing the Cases into Compartments to Fit each Cut.

Steel Run Indexed Electrotype Cabinet.



Notice the perfect construction of the case; it can be divided into compartments to suit *any size* cut, and when wanted, can be found *at once*. We supply an Index Book with each Cabinet and cuts cannot be lost when using our system. We make these Cabinets in eighteen sizes, of steel run construction, and all the cases are made with *3-ply warp-proof, crack-proof, dust-proof bottoms*. They are the most perfect Electrotype Cabinets ever made. *Users in all parts of the world testify to this fact.* We also make the Indexed Cabinets with steel runs in the UNIT STYLE, each unit containing eight cases. You can purchase one or more units, one base and cap piece, adding to same as needed.

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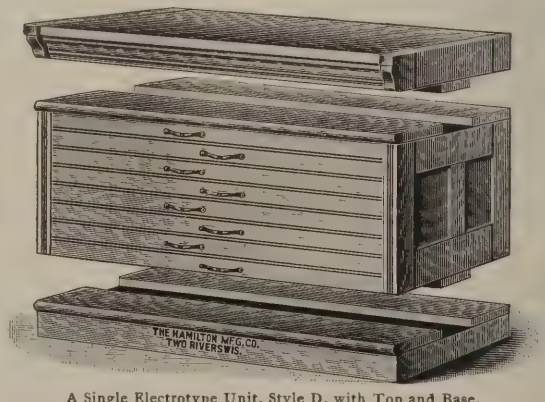

A Single Electrotype Unit, Style D, with Top and Base. Occupies floor space 34½ x 20½ inches; height with top and base as shown, 18⅜ inches.

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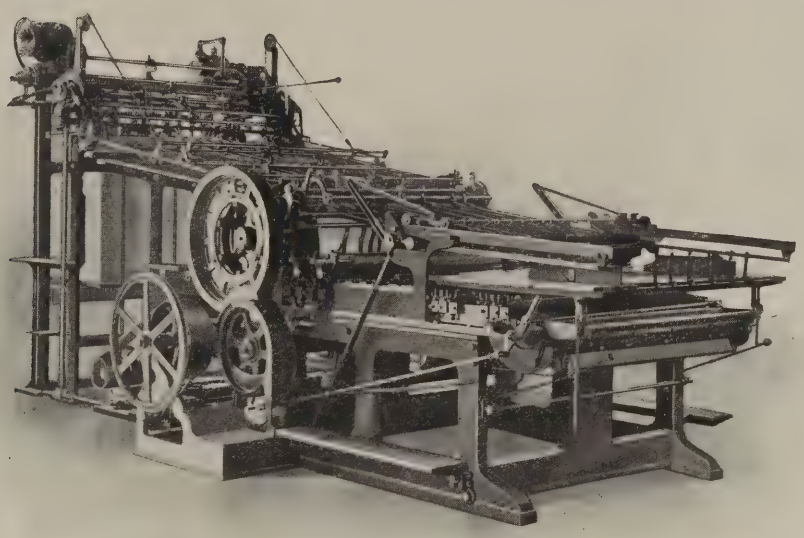
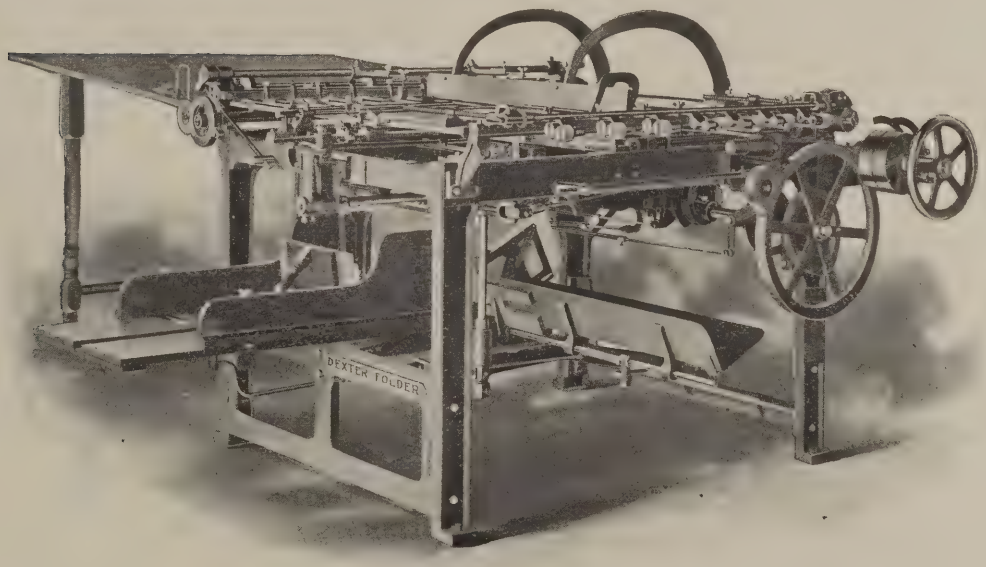


The Dexter Automatic Press Printing Feeding Machine.



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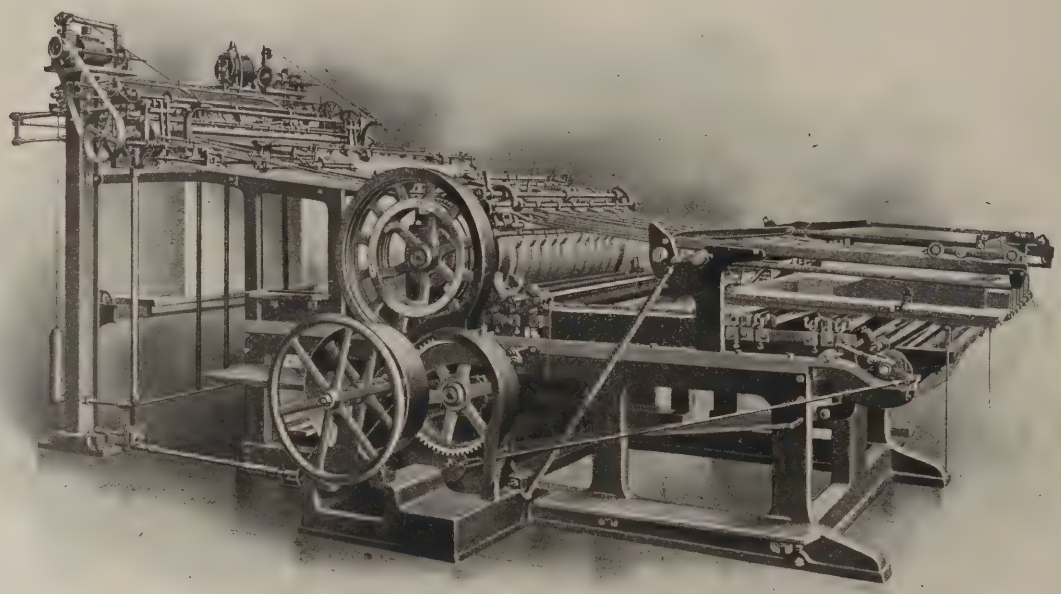

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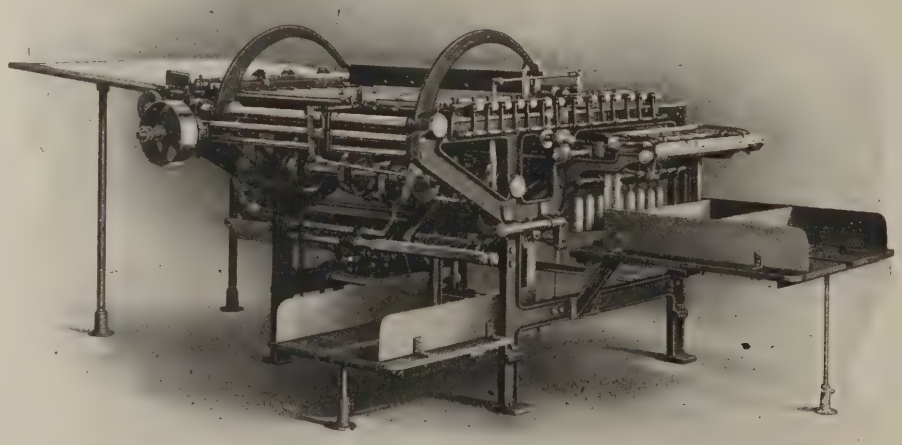

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1904

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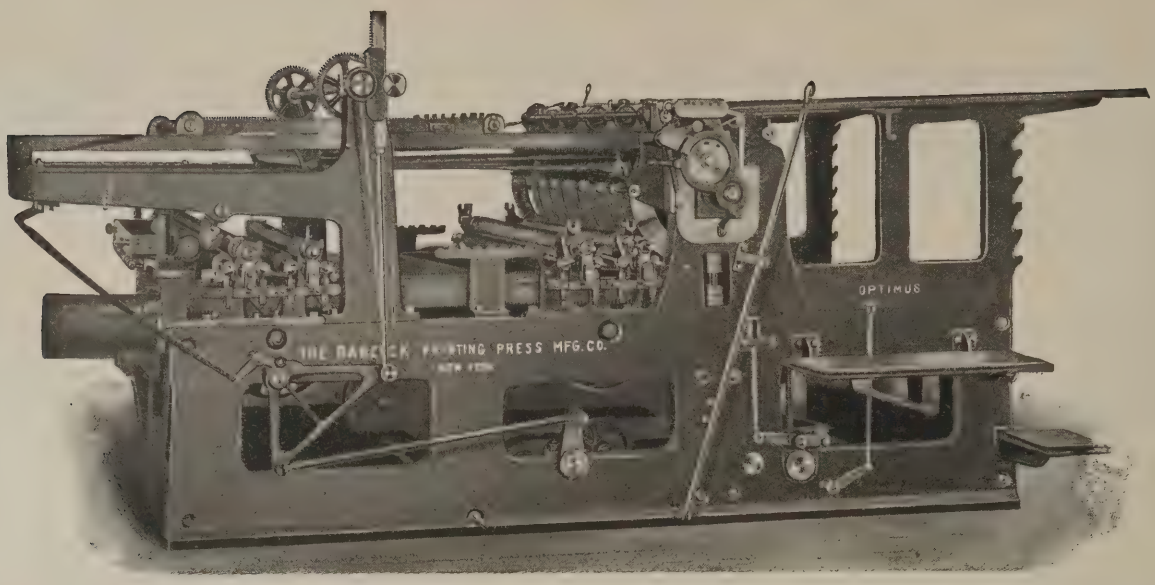

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Tabular Statement.

The studies required for a degree may for convenience be tabulated as follows:

Required Courses (Five hours a week for One Year Each).

1 and 2.	3.	4.	5.	6.*
English. [*Two Courses.*]	Philosophy.	Science: Physics, or Chemistry, or Geology, or Biology.	Science, or History, or Economics and Politics, or Law, or Mathematics.‡	Matriculation French, or Matriculation German, or Matriculation Greek (or Minor Latin).†

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Constituting any one of the following thirty-four groups:

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XIX. Economics and Politics with Philosophy.	XX. Philosophy with Greek.	XXI. Philosophy with English.	XXII. Philosophy with Mathematics.

* The College provides matriculation classes, five hours a week throughout one year, for those students who in the examination for matriculation may have omitted Greek, French, or German; students not wishing to study Greek may substitute the course in minor Latin for the examination in matriculation Greek. Attendance on these classes is not obligatory before the beginning of the junior year, the student being free until then to make good her deficiencies by private study. Minor Latin may not be offered for examination without attendance on the college class after the beginning of the junior year.

† A student choosing Latin as one of the languages of her Group, and not wishing to study Greek, may substitute for the year of minor Latin five hours a week for one year of post-major Latin, or of French, or of German, or of Italian, or of Spanish.

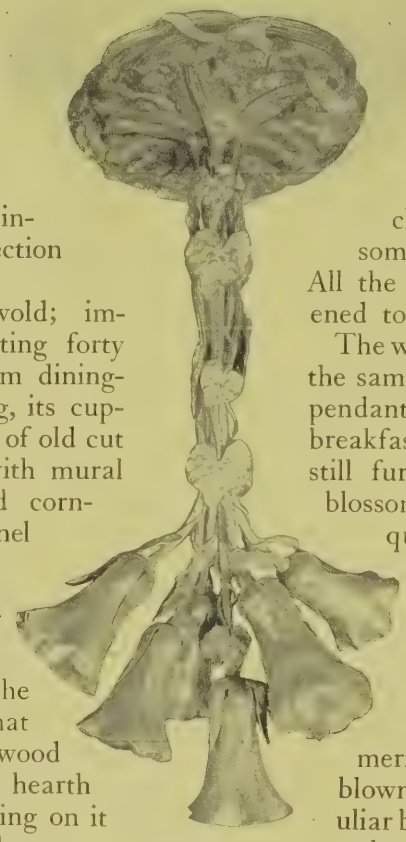
‡ Students electing minor Mathematics must also elect Trigonometry, two hours for one semester, or offer it for examination before entering the course in Minor Mathematics. Trigonometry may not be offered for examination without attendance on the college class after the beginning of the junior year.

§ For the purpose of forming a Group, Italian and Spanish count as one language; they may be combined so as to form a course of five hours a week for two years, as explained on pages 106 to 107.

THE MONOTYPE

mechanical inventions will, when given the leisure for culture, produce results as interesting and as original as any produced by the masters of the Renaissance. We are only at the beginning, and these illustrations are chiefly interesting as showing the direction of new thought and design.

But to return to Dreamwold; imagine a room capable of seating forty guests and still cosy. A farm dining-room in a house 300 feet long, its cupboards filled with the choicest of old cut glass and china, its friezes with mural decorations of farmyard and cornfield, while each individual panel in the tall dado below has on it, burnt and painted in conventional design, an ear of corn, a cluster of grapes, or other fruit, and so on around the room to the great fireplace that swallows cords of four-foot wood and cries for more. The tile hearth shows a grassy bank, and resting on it two large golden pumpkins whose tendrils climb over the fireplace facing and show, now a blossom, now a leaf, in the most naturalistic manner. The pumpkin gives the key to the room, and so it was again taken for a motif in the great central light that hangs over the table. A huge golden pumpkin with the light inside, it glows at night with all the mellowness of a Hallowe'en lantern, while around it and over it cling the vines and leaves that, hanging from the ceiling, support it and the cluster of golden pumpkin blossoms, each with its little light inside. All the colors are those of nature softened to the tone of the room.



Breakfast Room Chandelier

The wall brackets show the same idea, the same golden blossoms hiding in their pendants the lights within, while in the breakfast room the conceit is carried still further where a great cluster of blossoms hangs like an inverted bouquet over the table.

Sometimes, in an otherwise long and monotonous exterior wall a quaint freak is pardonable, such as the ship's lantern hung over the terrace doors, its skeleton resembling the earth's meridians and parallels, while the blown glass gives a succession of peculiar bulging forms that seem anything rather than stubborn glass. The door in the bottom is formed of a large turtle-back, while the fixture itself is in a soft grey green.

No form of electric bulb has yet been devised that in its unshaded form is beautiful. The imitation candle needs a shade, the ordinary bulb a covering that will give beauty. The shade then becomes a necessity and its own beauty must be its apology. The fixture should then be an ornamental piece of table sculpture or wall or ceiling decoration, but it must also always be an illuminating fixture. Perhaps the bubble blowing fixtures here illustrated are as near an approach to perfection as can be hoped for. For here the

"Bubble Blower" Lamp

"Bubble Blower" Lamp

JOHN C. WINSTON, PRES. WM. ELLIS SCULL, VICE-PRES. ISAAC T. JOHNSON, TREAS. CHAS. F. KINDT, SEC'Y AND MGR.

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COMMERCIAL PRINTING
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Winston Building
1006-1016 Arch Street

Philadelphia May 9th, 1905

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Number One Madison Avenue,

New York City, N. Y.

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A woven wire blanket filled with rubber, for use on printing press cylinders, resulting in a saving of one-third the time of make-ready.

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In this we excel. Nearly all the machinery used by Western Newspaper Union, A. N. Kellogg Newspaper and American Press Association, was made in our Geo. E. Lloyd factory in Chicago.

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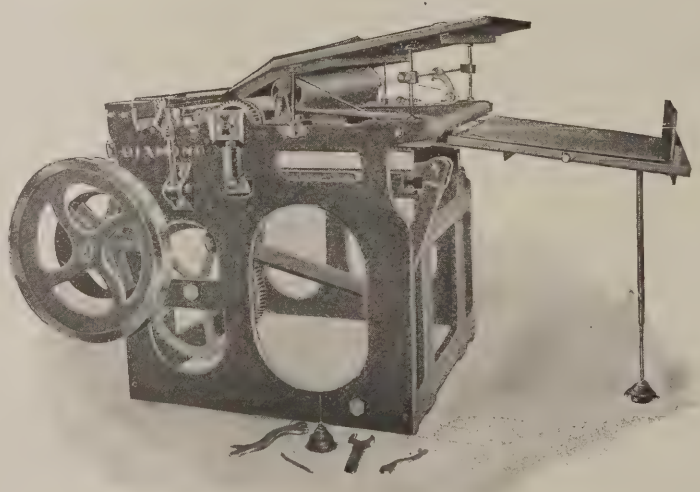

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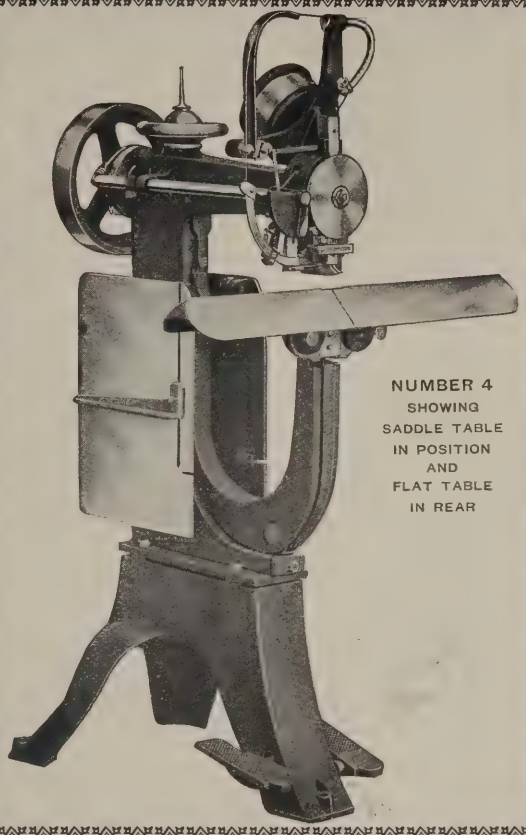

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IN POSITION
AND
FLAT TABLE
IN REAR

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A STITCHER THAT STITCHES. ALWAYS READY
SIMPLEST IN OPERATION
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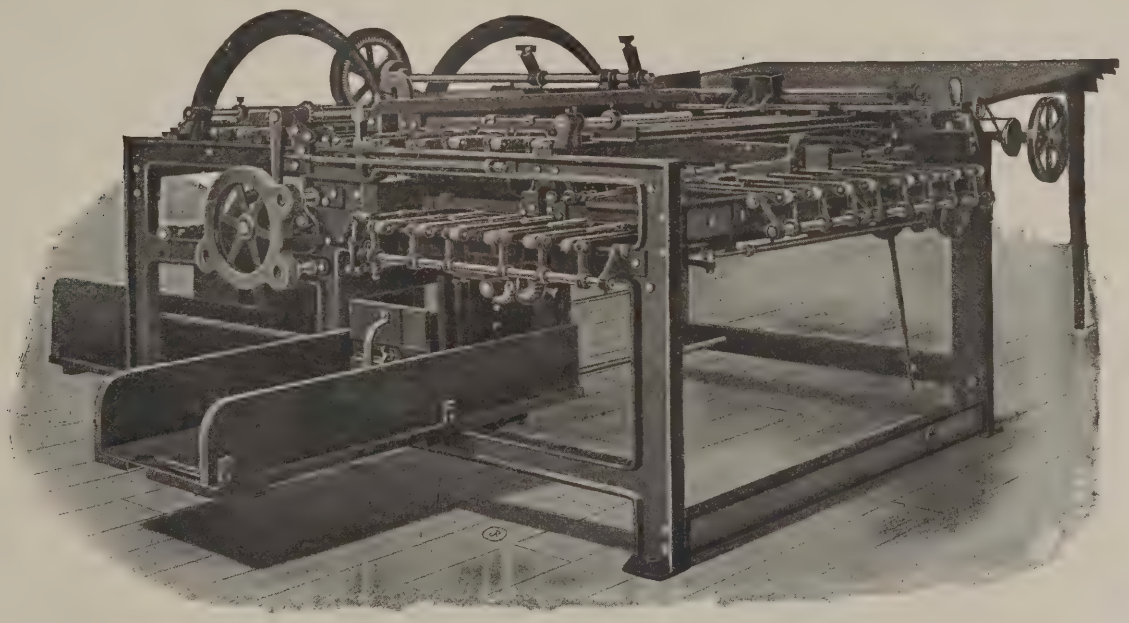

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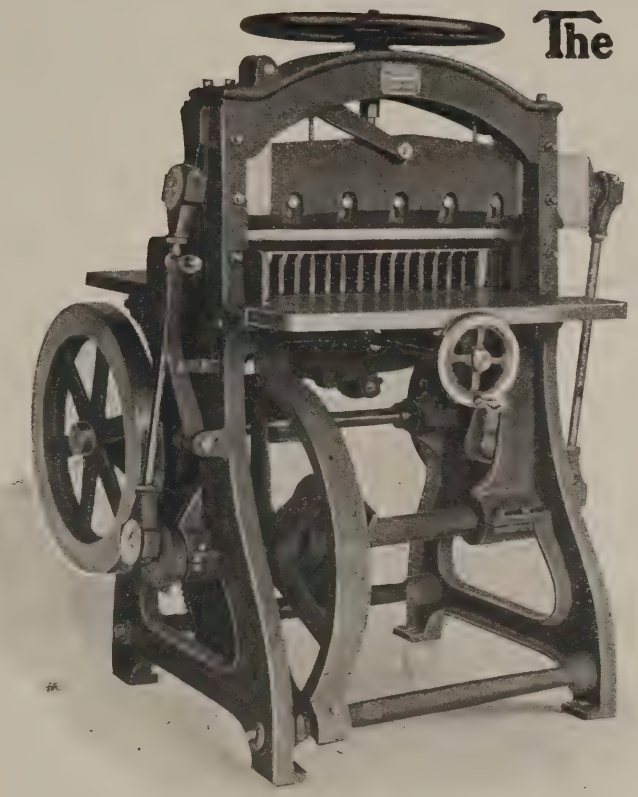

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The Printer's Cutter

meeting exactly the requirements of the average print shop. The price is low for a machine that is *built to last*.

Runs without noise; has friction clutch, side gauge, double back gauge and finger clamp and gauge. Screw clamp.

Send for price and descriptive circular.

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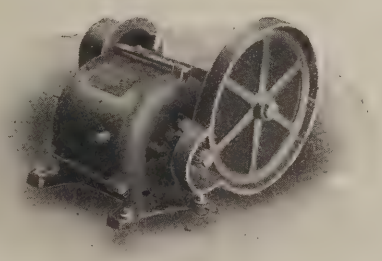

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A Single-Phase Alternating Current Motor to run your Linotype Machine. Ratio of back gearing and dimensions of pulley especially designed for this service. Also larger sizes up to 40 Horse-power. Write for Bulletin No. 68.

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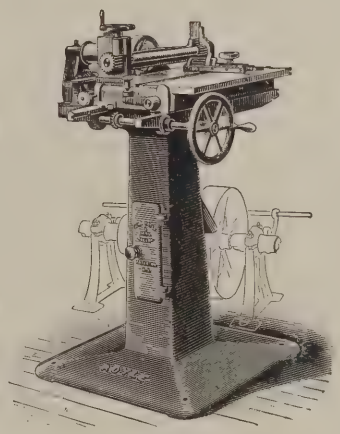

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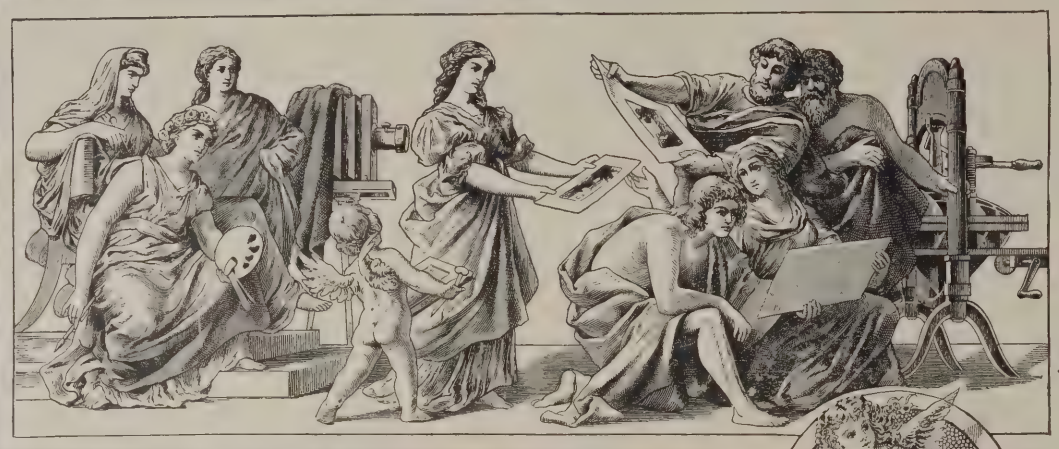

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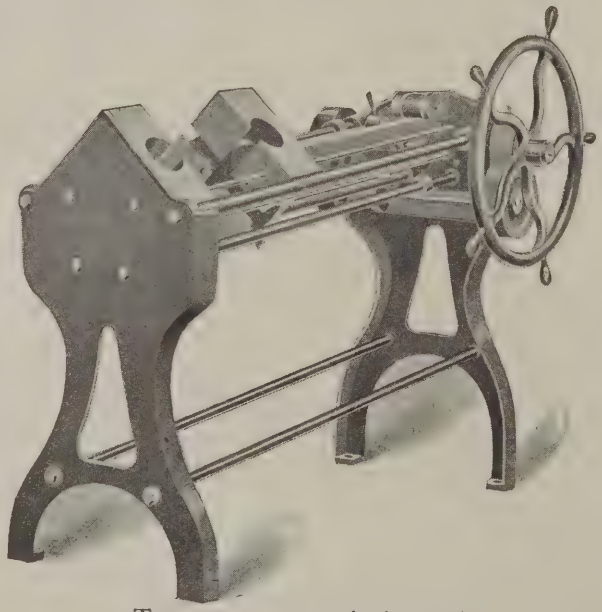

To compare our new back-geared

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with any other make, and, if not found superior in operation, durability, convenience and effectiveness, do not buy it. We send them on trial.

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Never Slide, Skew or Spring; Wonderful Power; Hold, positively, against wood, type or iron; Insure Perfect Register and Great Economy of Time.

The Wickersham Quoins as Newspaper Column Locks

As they do not slide when expanding, each column can be locked up independently. Thus absolute security, no working up of quads and blanks, and no delay in imposition or on press.

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These Rigid Locks combine Side or Foot Sticks and Quoins in one piece. They include all regular NEWSPAPER side-stick lengths and all BOOK and MAGAZINE measures.

The Wickersham Quoin is the Only Quoin

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2,000,000 in use, giving entire satisfaction. Printers affirm they repay cost in a few months. Think of $3,000 saving in 5 years on a $200 investment in W. Q. Co. products! See Expansion Locks and price list, also the "Good Opinions of Good Printers and Good Men," in booklet. Send for copy.

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AGENCIES: America: Leading Type Founderies and Dealers in Printing Materials. Great Britain: Caslon Letter Foundry, London. Australia: Alex. Cowan & Sons, Melbourne, Sydney and Adelaide. South Africa: John Dickinson & Co., Cape Town. Others elsewhere.

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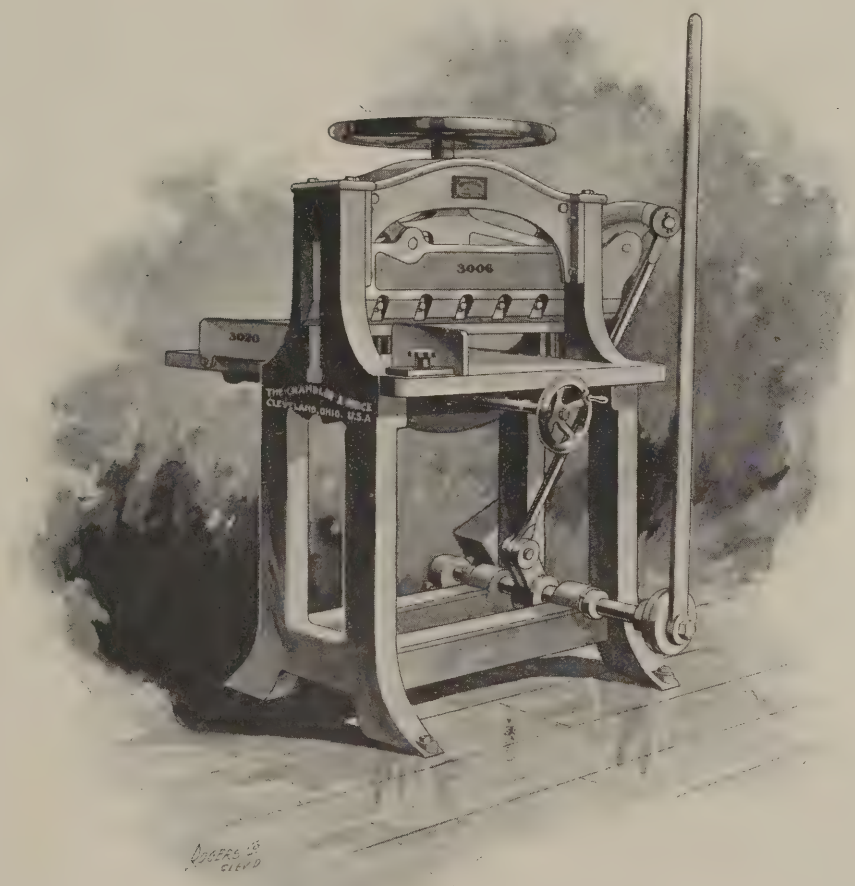
Is the Most Powerful, Substantial and Economical Lever Paper Cutter Manufactured.



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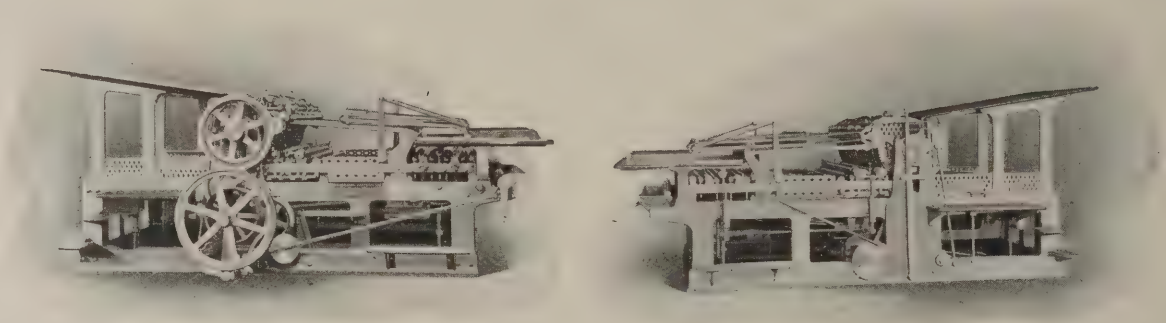
THE CENTURY



To the Master Printer

When a job out of register comes from your press-room what modern registering device do you wish your presses had?

When new type is battered and the edges of valuable plates are badly worn do you not wish your presses were built with a device to hold up the cylinder and prevent its dropping in margins?

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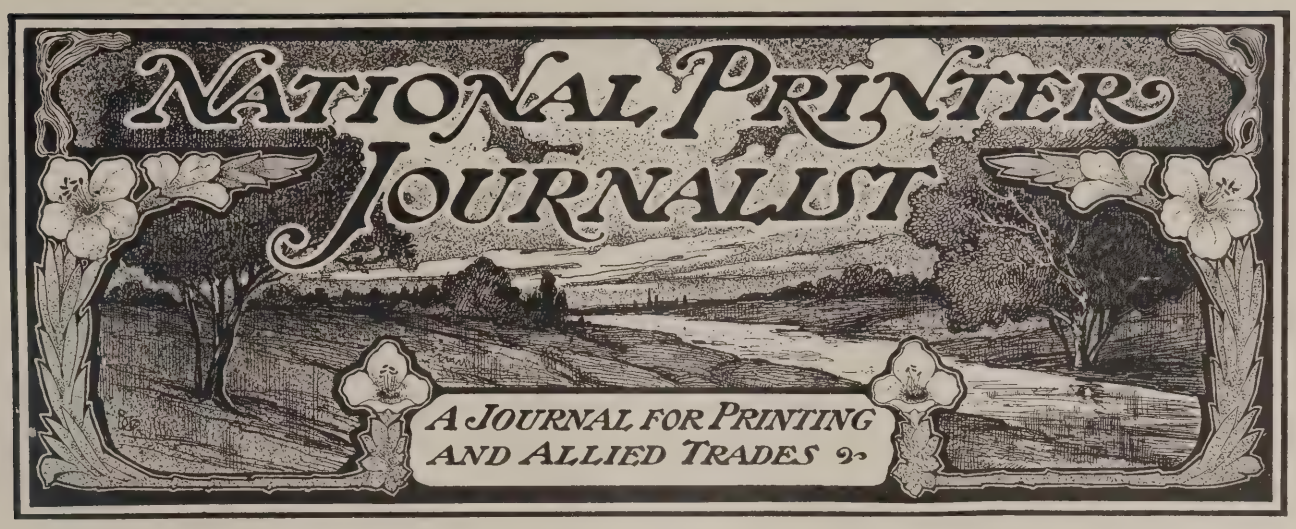


Volume Twenty-two Chicago, July, 1905 Number Seven

Addresses before the Twentieth Annual Convention of the National Editorial Association, Guthrie, Oklahoma, June 7-9, 1905.

ADDRESS BY W. W. SCREWS, PRESIDENT NATIONAL EDITORIAL ASSOCIATION.

DELIVERED BEFORE THAT BODY,—JUNE 7, 1905.

ONE-FIFTH of a century is not a long period in the calculation of time, when the vastness of the world and the volume of work accomplished is taken into consideration. The age of the individual must also be considered in the matter of computation of hours and days. When we were children it seemed that the space between one Christmas and the next was interminable. After arriving at man's or woman's estate we are scarcely through celebrating the advent of a new year, before its close is upon us.

Twenty years ago this Association entered upon its existence and we can look back upon the intervening time with great satisfaction because of the good that it has accomplished. If, in one-fifth of a century so much that is beneficial to our country stands to the credit of our Association, the most roseate picture can be safely drawn of its future. There were only a few who gathered at the call of our honored first President, B. B. Herbert, in the office of W. H. H. Judson, in New Orleans in 1885, to consider the advisability of organizing an Association for the advancement of the interest of the newspapers and which would bring together representatives from every State in the Union. To many, twenty years seem to have rapidly passed away. Many in that first meeting have paid the last debt of Nature. The two whose names have been mentioned are with us today in the enjoyment of vigorous health and promise of many years of usefulness.

BENEFIT TO STATE ASSOCIATION.

Who can estimate the value of the work launched at that meeting? The promoters could have scarcely dreamed of such results, for the membership has grown from scarce a baker's dozen to the great representation of newspapers which we have here today—making up an organization which is alive and active, with clear, resonant voice reaching to the utmost limits of this great country.

Every State Press Association has been strengthened through the instrumentality of the National Organization. It is true that some of them are not represented today, but our influence is growing greater year by year, and will result in the not distant future in every State answering "here" to our annual roll call.

THE PRESS WORTHY OF ITS FREEDOM.

There is an old adage that "self praise is half scandal," but how shall we, on an occasion of this character, avoid saying things in commendation of our work and our profession? From the foundation of our government one of its proudest boasts has been that we have a free and untrammeled press. Is it bordering on scandal, to say that the press of this country is conducted in a manner that renders it eminently worthy of the freedom and latitude it enjoys? Where there is one newspaper which you would not admit to your home circle, there are a thousand which can be read with satisfaction and interest to every member of the household.

In proportion to population there are more newspapers printed in the United States than in any other country and in many of the chief European countries put together. To go back three decades is sufficient to show the steady growth. In 1880, according to the census, the total number of publications reported was 11,314, in 1890 14,901, in 1900 18,226, and by the latest Directory returns, the number on January 1, 1905 was 20,963, and of these 337 are credited to the Territory of Oklahoma. A study of the newspaper portion of the census will show that in volume of business and increase of plants we are moving side by side with other great industries and in advance of many.

GOVERNED BY CONVICTION.

There is a tremendous rush, hither and thither of men seeking to advance their individual interests. There is at the present time greater activity of mind and body along commercial and industrial lines, than ever known before. Transactions that cannot stand the rigid test of honesty and correct dealing are daily reported. They involve, some in almost every branch of business, yet have you ever thought how seldom any of the newspapers of this country are mentioned as being derelict in this regard? Above all others this is an age devoted to material betterment of individuals and corporations. The desire of every rational being to rise in fortune and in the good opinion of friends and neighbors is well nigh universal. Few reach the highest point in the public eye through intellectual power and the great effort of the great mass of human kind is to accumulate property. This has been the trend since civilized human society was organ-

ized. Those who conduct newspapers are as human as the rest of the world, but experience shows that as a rule they are unwilling to surrender conviction and principle for pay.

SOME WHO LOWER THE STANDARD.

In saying this, however, it must not be forgotten that the methods of some newspaper publishers are not to be commended, and the fewer the imitators of that class, the better for mankind. Until quite recent years the object of all who published newspapers was to give news in unobjectionable form and to present views through their editorial columns, which appealed to judgment and reason. This is still the high mark of nine-tenths of those who are responsible for the effort required to put forth its product.

NEWS AND EDITORIAL—BOTH ESSENTIAL.

The furnishing of news is, of course, a feature without which no paper can achieve local or general success. Equally so is the fact, that opinionless newspapers are without any influence and incapable of aiding in the building up of a great sentiment or securing any measure of reform. A newspaper as one of our craft expresses it, "which can reach and convince the minds of even a small number of leading men, to help form public opinion in its responsible sources; must constitute a more effective contribution to the making of history than bawling all day long into the dull ear of a mob." This is a strong way of expressing the difference between public speaking and editorials, but it isn't far wrong. A man listens to a public speech amid hurrah and applause, and after he goes away he may remember an occasional expression, but most of the speech has been forgotten. If he sits down and reads a careful report accompanied by a thoughtful, fair and well written editorial, he remembers and is improved by it.

HON. W. W. SCREWS,

President N. E. A. Advertiser, Montgomery, Ala.

CRITICAL AND INTELLECTUAL CORRECTNESS.

As a rule there is always hurry in the newspaper office and mistakes may be expected. It is, however, doubtful if in any other calling there is so great a proportion of that which is critically and intellectually correct. In dealing with this phase of newspaper experience Dr. St. Clair McKelway says "the percentage of error in newspapers is less than the percentage of it in the speech of people, in their oratory or in the letter writing, and wonder should be that the errors of the press are really so few, considering at what long range it is served, by how many hands it is worked, and how quickly it is required to put forth its product. No equal test is applied to any other form of utterance. The oration is carecarefully prepared. The sermon can be a week or year in the making. The book or review is gradually created. The judge's charge or the court's decree is based on long settled authorities. The report or the editorials must be created at once and served at once. The large measure of correctness and the small measure of error in them are really extraordinary."

While the words of the great Brooklyn editor apply mainly to the daily paper, yet in a large measure they hit the case of the weekly. It often happens, that, just on the eve of going to press with a weekly, events transpire which must be written up by reporters and commented on editorially and there is then the same necessity for rapid work as in the closing hours of a morning or evening paper.

GENERAL TOPICS.

It is perhaps, the duty of the presiding officer in his remarks at the opening of our annual gathering to devote more time to consideration of every day practical newspaper life than to the line of thought that has thus far been presented. The fact of our meeting here in the heart of the great expanse of country which the wisdom of our forefathers secured a century ago, and the part that newspapers have played in its upbuilding is sufficient excuse for what some may term exploiting ourselves.

Before the hour of adjournment you will have the pleasure of listening to addresses and papers which will present for your consideration matters of vital interest to us all.

LIBEL SUITS.

All newspaper proprietors are more or less liable to libel suits—some perhaps more than others. In most of the States there is a disposition to allow proof of lack of intention to do injury or to secure revenge. In Alabama, for instance, before bringing suit the party claiming to be wronged must give five days' notice in writing of such intention and thus afford opportunity for public retraction. If the latter is done the only damage that can be secured is such as the plaintiff can show he has sustained. It would be to our common advantage if the Legislation as to libel in all the States was uniform.

COLLEGE OF JOURNALISM.

The College of Journalism, which a successful journalist proposed to establish, has been postponed until after his death. This, perhaps, is a wise step in view of the difficulties with which the proposition was beset. It can be more definitely established for the future by delay and its usefulness be more certainly demonstrated. Whether the saying "a poet is born, not made," can be paraphrased to suit the journalistic profession is true or not, it will find strong advocates until the proposed school proves to the contrary. Whatever may be the outcome, the movement is entitled to the hearty endorsement given it at our last meeting, and the great promoter to the thanks which were so generously extended.

ADVERTISING IN POLITICAL CONTEST.

More than ever before candidates for office are using newspaper space in which to reach the hearts and secure the votes of the dear people. There is good sense in a Republican setting forth under regular advertising contract in a Democratic newspaper such views as he may desire to impress upon those who would naturally be opposed to him and, for the same reason, the Democratic candidate can profitably seek the columns of the opposition papers. There is no call upon a party paper to do any more for its candidate than such editorials as the gravity of the occasion may suggest and certainly whole pages should not be surrendered merely to earn the appellation of being a party organ. Of course, space contracted and paid for should have such marks as to clearly show that it is a business arrangement on both sides. No editorial matter should ever be paid for, no matter how tempting the offer. It should represent the conviction and the policy of the paper and be absolutely unpurchasable. The most notable instance of using the papers, without regard to party, but on strict business lines was furnished last year in the marvelous campaign for Governor of Massachusetts.

IMPOSITION IN THE NAME OF CHARITY.

Possibly there is no man here who does not give, in space value to every entertainment in his community, gotten up in the name of charity, five times more than any other individual, and then publish a card of thanks in which profuse expressions of gratitude abound for all, save and except the man who is the most deserving of them all. A little business along this line would not be inappropriate; indeed, you are no more called on to give up your space for nothing, than others who receive pay for what they furnish. Charge your regular rates and donate to the cause as much as your inclination prompts you.

VISITING STATE ASSOCIATIONS.

In his address at the Hot Springs meeting Past President Tozier said "in my opinion much good work can be done and this organization strengthened by having some officer, or all of the officers were it possible, to visit the State and District Associations. The presence at a meeting of a State Press Association of an officer from the National body gives encouragement." It was my good fortune last October to attend a monthly meeting of the New England Suburban Press in Boston, and after my experience with that intelligent and wide awake body of men the conviction was forced upon me that it would benefit any member of this body to visit them and hear their discussion and learn of their practical business ways. If all of our State bodies could meet oftener than once a year it would redound to the advantage of the members and while any officer of the National body who may visit a subordinate one is sure to be benefited thereby, it is more than probable that the visited body will also derive a benefit therefrom.

TRADING STAMPS VENTURE.

It is not out of place to refer to a journalistic venture of the past year, which had the appearance of being a freak and which ended in a very decided and proper failure. It was the effort to establish a paper based solely on the vicious system of trading stamps. It is bad enough for reputable business houses to give countenance to such a system—it is bad beyond expression for a newspaper to have so poor a foundation on which to stand. The intelligence of the community in which the venture originated gave it the death blow and it is to be hoped that one trial will be sufficient for all time to come. The great moral from the newspaper standpoint to be drawn from this venture is the fact that the public pays no attention whatever to advertisements in a newspaper, no matter how good, for which they do not pay. A paper to be seriously considered must be one for which a man is willing to pay. Some of the brightest men of the newspaper world were employed on this paper, there was plenty of money behind it and a splendid news service, yet it failed because it was not based on paid circulation.

MINIMIZING THE PUBLICATION OF CRIME.

Annually a band of good women, members of the Society of Friends, meet in Baltimore. During the sessions they adopt a form of letter which is sent to many, if not all, of the newspapers in the land urging that crime be reported in the most minified form possible. In some particulars my personal inclination is in accord with theirs, but there are crimes which the papers must exploit even to the minutest particulars. This does not mean murders, burglaries and the life, but breaches of trust, embezzlement, robbery by men (and occasionally a woman) in high places. In an address recently in Trenton, N. J., a distinguished clergyman said "the world is made up both of good and evil. The newspaper in performing its function of narrating the history of the day, is obliged to take cognizance of both. However, we may regret the existence of evil, it cannot be said that it would be best to exclude the account of it from the public press. Publicity is a foe to crime. It is one of the means by which the way of the transgressor is made hard. It is a part of the retribution of sin. Many a grave wrong has been unearthed by the faithful reporter, and the criminal thereby brought to the legal condemnation he deserved.

"Thus the newspaper treatment of evil becomes a safeguard to society. On the other hand, it must be remembered that danger may lurk in the treatment of crime and vice by the press. While nothing but praise should be given to those papers which deal with evil simply, briefly and as an aid to justice, there are no words too strong to express the loathing with which we should regard that socalled yellow journalism which by sensational exaggeration caters to the morbid appetites of a degenerate portion of the public. It is the duty of the pulpit to condemn and of all right-thinking persons to exclude from their homes those papers which by such means exert a debasing influence upon the morals of the young.

NEWSPAPER READERS AS JURYMEN.

While on this subject of crime publicity, it is well to mention another phase of it, which appeals directly to every newspaper publisher—it is the effort so often made to exclude from juries, men who have read something of the matter about which they are to sit in judgment. This is virtually a premium to ignorance in the make-up of juries, for it is a safe proposition that all intelligent men of this day read newspapers. Consequently a jury made up of non-newspaper readers is a jury remarkable only for the density of the ignorance of those who compose it. Because you read some of the details of either a civil or criminal matter it is no indication that your mind is so warped one way or the other that you will be unable to reach a correct conclusion after the matter has been presented to you in due and legal form while sitting as a juryman. It ought to be the earnest desire of all connected with the administration of the law to secure the most intelligent consideration of all matters presented, yet it must be said that it is too often the case that studious effort is made to exclude intelligence from the jury box. In most of our States intelligence is a prerequisite to voting, it being deemed essential to minimize the evils of voting ignorantly and indiscriminately. Is not the sitting in judgment upon the life and property, equally as important as voting, and intelligence equally as essential?

In the celebrated McCue trial in Virginia a few months ago, one of the jurors when impaneled was asked of he had formed an opinion on the case, to which he replied that he had formed an opinion "on newspaper evidence." He was asked next: "In your present state of mind could you go on that jury starting out with the presumption of innocence in your mind?" He answered: "I could not say that I could, for the reason that I have read this evidence. Naturally there is some impression on my mind, but I cannot say that it is biased or prejudiced." When the case was appealed the highest court in Virginia held, in regard to this juror, who was accepted by the trial court: "If the courts take an extreme position upon this subject and hold that every opinion shall work a disqualification for service as a juror, the administration of justice will be confided, not to the most intelligent but to the most ignorant of our citizens." In this instance the Virginia Court of Appeals took the right position. If the courts generally will exercise discrimination in the selection of jurors the administration of justice will not suffer.

THE NEWSPAPER AS A MORAL FORCE.

It is as a moral force that the thoroughly honest newspaper and its utterances are most powerful and in a measure a necessary part of our lives. A distinguished member of Congress a year or two ago said that "if it were not for the newspapers the jobs which would go through Congress would be terrible to contemplate," and, he added, that if there were no newspapers he would be afraid to trust himself alone in the House of Representatives for fifteen minutes. The mere fact of publicity is, of course, a great deterrent of evil, but followed up editorially a great public sentiment is aroused, which finds expression at poll places, and defeat of men who indulge in shady transactions. It is beyond question that the fear of exposure from an independent press is one of the safeguards of our government.

It was Jefferson who said "when the press is free, and every man able to read, all is safe." And it has been widely published that he declared further, "if it were left to me to decide whether we should have a government without newspapers, or newspapers without a government, I should not hesitate to choose the latter." Who shall say that he was not right? Fortunately there has not been, and we hope never will be, an occasion when the correctness of his statement will be put to the test. A land without a free and independent press would be a land of ignorance, of tryanny and of degradation. As long as the press is free, fearless and incorruptible freedom is assured. While we have newspapers in whose columns will be found exposures of fraud and corruption and criticism of public servants, that long will we have free government and a free people. A handcuffed press would be a greater menace to liberty than any tyrant. As moulders of public opinion, as representatives of the mightiest force, always excepting the pulpit, as conservators of the honor and dignity and welfare of the American people, newspapers and those who conduct them are entitled to honor and commendation.

THE GOOD ACCOMPLISHED BY OUR ANNUAL MEETINGS.

The more frequently men can be brought together from widely separated points to consider matters of mutual interest, the more certainly will the feeling of good will as between man and man and of affection for our government be increased. From the first meeting of the National Editorial Association until this hour, good work has been going on in the way of wiping out sectional feeling and of strengthening the ties of personal friendship. No man has yet dared to raise his voice in our midst in favor of, or against, any political party. Not one word has been uttered in condemnation of or ridicule of any section of the Union. Of what other great National organization can as much be said? Even some religious bodies in the last twenty years have indulged in

scenes that were disgraceful because of semi-political discussions. We set such brethren a good example in our capacity of peacemakers. Every political shade of opinion and possibly every kind of religion has an adherent in our ranks, yet who of you could tell from anything that falls from the lips of any member of this Association during any of our business sessions what may be his political or religious opinion. At a meeting of the members of a purely political Association composed of editors and held in Washington a few months ago, Mr. J. A. Sleicher, President of the Association said "Since the close of the Civil War we have not had an era of better feeling between the press and people of the North and South than exists today. Much of this has been brought about through the influence of the non-partisan National Editorial Association and the social meetings which diversify its annual conventions." Yearly in such meetings as this, we exemplify the correctness of that statement.

We are strenuous advocates in our papers of those things which we believe to be right, but whether we win or lose in the great contests, after the battles of the ballots have been fought, we are more intensified in the feeling of pride that we are American citizens and ready to do and dare in defence of the honor and integrity of the American Union.

POSTAL LAWS AND POLICIES.

BY HENRY A. CASTLE, EX-AUDITOR FOR THE P. O. DEPT.

TWELVE years' service in responsible positions connected with the United States mail system, and more than fifteen years' practical acquaintance with newspaper work, both as editor and publisher, enable me to fairly appreciate the relations between the postoffice and journalism.

Those relations are intimate and important; they are interesting and interdependent; they are inevitable and inescapable. Without the postoffice the newspaper would be impossible; without the newspaper the postoffice would be mostly unnecessary and wholly unintelligible.

Consequently, the postal service, which touches more or less directly every man, woman and child in the Republic, has a mission and meaning to the journalist. Hence, Postal Laws and Policies have for newspaper men, in addition to the intelligent interest they feel, as citizens, in all that affects the public welfare, a peculiar significance, as affecting at many points, their own business—promoting or retarding it, according to the wisdom with which they have been framed and the equity of their administration.

The proprieties of this occasion restrict the otherwise unlimited scope of the topic assigned me, mainly to the consideration of such laws and policies of the postal service as most nearly affect the business in which the members of this association are engaged.

At the outset we are confronted by a dilemma. An Englishman being once asked to describe the manners and customs of the Spaniards replied: "Manners they have none and their customs are beastly." To the close observer our postal laws are crude, illogical and inconsistent, while the policies are shifting and uncertain—picturesque, variegated and altogether undeciperable.

The United States postal service is the greatest business enterprise on earth. Our Post Office Department is greater in the number of its employes, in the multitude of its operations and in the aggregate amount of its financial transactions, than all the other executive departments combined. Official estimates place 302,500 names on its pay-roll; its mail routes and carriers not only reach the city home and the remotest frontier village, but now go daily to the farmhouse; its receipts and payments, including the money-order system, will this year foot up over twelve hundred million dollars.

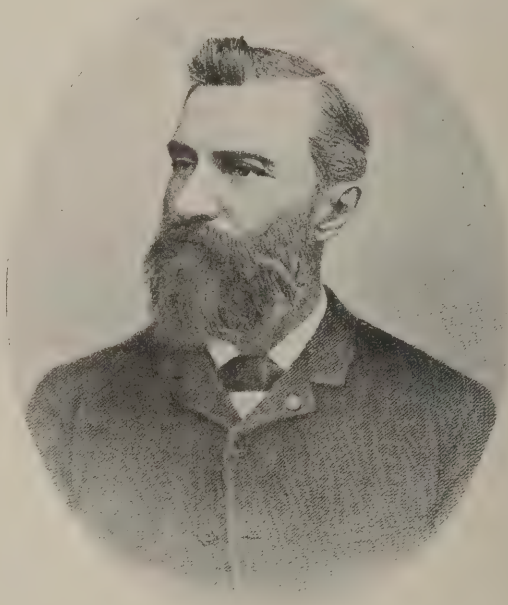
All this vast business, with its complex ramifications, is conducted by a hap-hazzard organization, built up under laws which have never been systematized, which resist all attempts at codification, which consist, in fact almost wholly of incoherent provisos irregularly attached to annual appropriation bills. These brief clauses recklessly enact and carelessly repeal, until a jumble of uncertainties has resulted.

And the policies under which those confused, conflicting laws are administered, are, in many cases, only the recorded whims and splurges of successive bureau and division chiefs, which have solidified by time and have been sanctified by tradition until they are accepted as revealed gospel, without reference to whether they are legal and rational, or merely the product of egotism, audacity and indigestion.

Nevetheless, the "laws" are there and the "policies" are at work. The three-fold miracle which perpetually astonishes those who have studied the real situation is, that such beneficent results can flow in a stupendous stream from so imperfect a source; that so few fatal injuries are inflicted by the manifest errors in management, and that the explosion which must inevitably come, unless the vital defects are cured, has been so long delayed.

At several important points, the postal laws and the Departmental policies which are supposed to conform thereto, directly concern those who are engaged in the newspaper business.

The most obvious and important point of contact is that relating to the classification of mail matter. Second-class rates were established for the benefit of legitimate newspapers and periodicals, having in view the educational influence of their circulation on the whole people. The rate of one cent a pound fixed by law for this class of mail matter was only a fraction of the known cost of handling and transporting the same. Hence it was the duty of the Department to carefully guard this special privilege.



HENRY A. CASTLE,
Washington, D. C.

But during a series of years abuses had grown up. Many publications which had no real public purpose and were in no sense periodical literature, had been admitted to the privilege, until second-class matter constituted 70 per cent of the whole weight of mail transmitted, but yielded only four per cent, of the revenue.

About five years ago Third Assistant Postmaster General Edwin C. Madden inaugurated effective measures for curbing this costly abuse. He was sustained by the heads of the Department, but has been antagonized at every step in the courts by parties interested, until by a series of decisions he finally won a substantial victory. Several expensive excrescences have been cut off. The book privilege, under which publishers secured second class rates for standard works of fiction, history, etc., because they were issued periodically, has been reduced to a minimum; the news-agent's privilege of returning unsold books by mail at pound rates has been taken away; many law-evading schemes have been excluded from the mail at "pound rates."

Some of the contentions of the Department have not been upheld by the courts, and a few matters are still pending. Meantime, notice is given that yet more advanced steps are to be taken in ruling on the admissibility of certain suplements, etc., and there are prospects of bitter controversies in the early future.

Upon the whole the Department has been generally sustained, thus far, by the press and the people in its crusade. Some adverse comment has been made by interests which have been injuriously affected, and there has been an occasional warning against the danger which arises from establishing a precedent of "bureau-made law." It is this latter consideration which will appeal most forcibly to thoughtful journalists. The tendency of executive authority is toward the usurpation of power. Mr. Madden may not be satisfied when he has gone far enough, or he may be succeeded by an official ambitious to eclipse his performances.

The assertion of the right to so construe a vague and ill-digested statute as to cripple a legitimate enterprise, is dangerous. The law should, after mature consideration, be made specific, so as to fully protect the government, and at the same time be fair to private interests involved—then faithfully executed. The press of the country will be safe in advocating such a change of law and policy as will, along these lines, commit more to the written page of the enactment, and less to the uncertain discretion of Department officers.

While the "classification" authorities are thus extending their claims to decide what periodicals shall be deprived of the pound rate of postage, another bureau, that of the Assistant Attorney General of the Postoffice Department, seems to contemplate the assertion of a still more dangerous prerogative. It is now, apparently, about to be accepted as a duty of this official to decide what class of advertisements newspapers and magazines shall publish.

This species of censorship began with the meritorious crusade against lotteries. The law prohibiting the circulation of newspapers containing lottery advertsements accomplished its purpose by killing off that nefarious business. But the law was by no means suffered to lapse. Its functions were extended so as to cover gift enterprise, dot-counting and guessing-contest notices. Now we are told that executive construction is to go further and eliminate objectionable patent medicine advertisements, and all which appear to be inserted for the purpose of defrauding the public. It is intimated that cases will be taken up individually by the law officers and when supposed violations of law are apprehended the offending publication will be prosecuted in the courts or excluded from the mails.

Our paternal government is doing the people a lot of good in warning them against storms, supplying them with garden seeds, and protecting them against swindlers. The "fraud order" has heretofore been aimed at the swindler himself, and not at the periodical which has innocently published his advertisement. If we are to be protected against fraud in the advertising columns, why should we not, after a while, invoke protection against falsehoods in the editorial columns, against deception in politics and heresy in religion disseminated by the periodicals of the day?

There is a narrow line somewhere between the freedom of the press guaranteed by the Constitution, and that executive usurpation which precedes the downfall of liberty. Fortunately, we can rely upon a vigilant editorial instinct to jealously guard that line from insidious encroachments.

Rural free delivery brings some new factors into the newspaper problem. To say the least, it requires, in many cases, reorganization and readjustment. In some localities the wails of the abolished postmaster and of the diminished country storekeeper, fill the air, but the rural service goes on expanding with rapid strides. It has manifestly come to stay, and both the city and the village editor must revise his arrangements in accordance with its demands.

The circulation of many daily papers, particularly in the smaller cities, will be enormously increased. Small dailies ought to be possible hereafter, in towns which are not, of themselves, able to support them. And the average weekly must, it would seem, promptly meet the changed conditions, by a marked advance in enterprise, vigor and news-gathering industry. The rural delivery service is certain to bring a marvellous quickening of the national intelligence, the benefits whereof, the newspapers which are alive to its tendencies, will get the lion's share.

The policy of the Department as to mail transit on fast trains is of vital importance to the newspapers. While that class of mail only pays one cent a pound and letters over fifty cents, they both go on the same trains and they must continue to do so if the press is to fulfill its mission as a disseminator of the news. Some reformers propose that all except the letter mail be sent on slower trains, at less cost for railroad transportation, and there is a merit in the suggestion as to merchandise parcels, books and even magazines. But from the beginning, it has been the Department's policy to place letters and newspapers on the same basis as to speed of transit.

Even in the slow old days of 1840, the annual report of the Postmaster General stated that sufficient attention had been given by him to the manner in which newspapers and other printed matter were conveyed by mail, to satisfy him that it was radically defective. No supervision or power of punishment, exercised or possessed by the Postmaster General, was adequate to prevent, on some occasions, the canvas bags in which printed papers were stowed away from being left behind, so long as they were carried separately from the letter mails, or on the outside of coaches and stages. To prevent the evil in some degree, he provided in contracts awarded on the main routes to the West, that, on the outward trip, no passengers should be carried in the inside of the mail coach, but that it should be devoted exclusively to the mails; and on similar routes along the seaboard the same restriction was applied in both directions. He expresses the belief that the enforcement of the contracts in this respect will insure the safe conveyance of newspapers as far as they travel on these routes.

If, before the days of telegraphs or even of railroads, the people demanded their favorite journals by the speediest conveyance available, there is little fear that they will now consent to any adverse discrimination. The fastest trains are none too speedy to satisfy popular impatience for the news—indeed, all the typical "fast mail" trains are avowedly run for the benefit of newspaper readers, and their schedules are fixed accordingly. It would be a fatal step backward to detract anything from the rapidity with which the welcome messenger of the world's doings flies from publisher to patron.

It is a standing grievance against the Department, cherished by the printing trade, that it furnishes envelopes at cost and prints thereon the return request, free of charge. The explanation of this radical departure from normal, governmental policies, and unfair competition with private industry, is, that it facilitates the return of unclaimed letters and saves clerk-hire in the Dead Letter Office.

But in spite of the inducements offered, and the large aggregate loss to the printing houses, probably not one letter in ten thousand passing through the postoffices is enclosed in a government "request" envelope. Hence, the relief afforded is inappreciable though the damage done is considerable. A far more effective remedy would consist in formulating an iron-clad rule that no letter should be mailable, without extra postage, that did not show, in writing or in print, on the envelope, the name or address of the sender. Then, let the Department furnish the stamps and allow private enterprise to do the rest. The present gratuity enures almost entirely to great business firms who neither need nor appreciate the favor. The plain people get none of its benefits and printers, employers as well as employed, stand the loss.

No class of business men suffer as much as the publishers of newspapers and periodicals from the lack of a safe, convenient method of making small remittances through the mails. Postal money orders are inconvenient; postage stamps are a nuisance; paper currency is unsafe.

Innumerable would-be subscribers are deterred by the absence of a fit medium, always ready and unquestionably secure. The purchase of a money-order involves a trip to the postoffice, with tedious formalities and vexatious delays. In spite of the trouble caused 25,000,000 people buy money-orders for less than $2.50 every year; if each spends half an hour in the process, there is an aggregate loss of time equal to the labor of five thousand men for one year. Uncounted millions of people refuse to suffer this loss, and refrain from ordering the book, or the paper, or the package they would gladly purchase if the facilities were at hand.

A scheme has been devised by which an intending remitter can, at any time, if he has any money, take from his pocket-book a piece of currency, and by a stroke or two of the pen, transform it into a check having all the important safeguards of the postal money-order. This device is called the post-check. It was invented by Mr. C. W. Post, of Michigan, who has voluntarily assigned his patent to the government.

A bill is pending in Congress, favorably reported by the Post Office Committee, to put this simple plan in operation. The bill provides that all one, two and five-dollar notes printed in future shall contain certain blank spaces, but will pass from hand to hand like other Government currency, until they come into the possession of some one desiring to send money through the mail. Then the blank spaces are filled with the name of the payee and his address, and a two-cent stamp is placed in a space provided in the bill for that purpose. The scheme would not in any manner change our financial system—it would merely change the form of small notes.

Under the proposed law the process of redemption, cancellation and re-issue would be simple. The post-checks are to be paid at any national bank or money-order postoffice, where they will at once be cancelled and withdrawn from circulation. They will then go forward as "mutilated currency" to the United States Treasury for destruction and re-issue. The two-cent stamp would pay the entire cost of printing and distributing the bills.

The boon of a cleaner paper currency of the smaller denominations is one of the incidental advantages which the people, especially of the West, would have reason to hope from the post-check plan. The constant flow of cancelled bills to the Treasury and their redemption with new, clean currency would ensure a much better average condition of the circulating medium, which is now, in too many cases, dirty, ragged, utterly disreputable and perhaps infected.

This device has numerous other advantages which account for its popularity as soon as understood. State and national commercial bodies, postmasters' associations and farmers' clubs have heartily endorsed it. Thousands of newspapers, quick to see that, aside from its great public benefits, it had a special value to them, have urged its adoption, with scarcely a dissenting voice. But the bill hangs fire in Congress. A distinguished Senator who represents half a state and a whole express company, fears it will injure his business and the legislative pack-pedal is applied, after encouraging momentum has been gained. It is a sad admission to make, that if the public-spirited inventor, instead of donating his invention to the public had capitalized it for many millions and distributed a portion of the stock judiciously among profit-sharing statesmen, he would probably have made more rapid progress in securing the adoption of his meritorious scheme.

The newspaper fraternity has thus, at several important points, a direct professional and business interest in the laws and policies which control that gigantic enterprise of transportation, finance, commerce and education we call the "postoffice." This interest is sufficient to warrant—nay, to demand, a careful scrutiny of its operations.

Above and beyond this, the public press owes to its vast constituency, a solicitous study of all its varied functions and the fearless exposure of its numerous defects.

The entire people are more interested in the postoffice than in any other governmental agency. It is going to force itself on their attention more and more vigorously. Within five years it will be a leading feature in economic discussion —possibly, a dominant political issue. Nothing rasps the public mind like a deficit. We shudder to contemplate a probable shortage in government funds this year, of $30,000,000. We will quake when we realize that half of this is due to waste and graft in the postal service, where the deficit is officially estimated at nearly $15,000,000, when it ought to yield a handsome profit.

Defects of administration due to imperfections in the law; extravagances of management due to lavish appropriations; working of cross purposes due to antagonisms and jealousies of Department officials, are a few of the drawbacks to the efficiency of the service, and some of the causes of its unnecessary losses. It is growing so rapidly and extending into so many new fields of useful activity, that the perplexities and the perils increase every year. And they are by no means confined to the administrative functions.

Such a vast financial institution necessarily involves a great and complicated accounting system. This system has been in operation since 1836, but it still has so many imperfections that it is a constant source of uneasiness. Official reports have pointed out some of its defects, but the remedy, depending wholly upon legislation by Congress, has not been applied.

Presumably, there is a double audit of all government receipts and expenditures, but, literally, under present conditions, ninety per cent of the postal transactions have no examinations whatever in the Postoffice Department. Accounts come direct from 70,000 postmasters to the Auditor's Office.

As to one large item, aggregating $40,000,000 a year paid to railroads for transporting the mail, the accounting office issues warrants based solely upon the certificate of the Postoffice Department that the amounts certified are payable.

No accounts are kept to show profits or losses of the various features of the system. The entire volume of the public business of the country transmitted through the mails, including correspondence, documents and even heavy cases of freight, is carried wtihout any compensation to the postal revenues, but at how much loss no man has ever known.

Second class matter is carried by thousands of tons at one cent a pound, while the transportation costs eight cents.

The money-order system is conducted at a loss of over two million dollars per annum.

Practically, all classes of mail matter are carried at a loss except letters and postal cards, but how much the losses amount to are questions which the accounting office has never attempted to answer. Yet in any private enterprise the figures would be so segregated as to give accurate information of such details.

No account has ever been kept with the Postoffice Department of the stamps and stamped paper furnished to it by contractors. The amount received by postmasters in payment of postage on newspapers, magazines, etc., is collected in cash, but no satisfactory means of accounting for this cash has been devised.

These brief statements only indicate some dangerous features of current methods. They have been commented on by successive accounting officers, but no attention is paid to the warning by Congress which alone can supply a remedy. That remedy would consist of a thorough reorganization of the accounting system, with new and stringent laws to govern it at many points, and a largely increased force to carry out this legislation.

I can justly lay claim to a modest share in the movement for organizing this national association, which originated at my home in Minnesota twenty years ago. I have occasionally participated in its deliberations and I have always watched its work with admiration. You have done well to establish a standing committee on postal affairs. That committee will grow, in the near future, to be a leading factor in your achievements. It will be a very busy committee. The subjects considered by it will be the principal but all-sufficient incentive for your conventions. As an old friend and a sincere well-wisher I earnestly commend to you a timely preparation for the serious duties which will soon devolve upon you, in conserving your own and the people's vital interests in the United States postal service.

PRESS MUZZLES IN PENNSYLVANIA.

BY J. S. BENN, CITY EDITOR, NORTH AMERICAN, PHILADELPHIA.

IT was a compliment, indeed, for your chairman to refer to me as a Kansan. Former Kansan I believe was the expression he used, but once a Kansan, always a Kansan. It was in the "Sunflower" State that I learned to stick type and from work at the case was graduated to the editorial end of the newspaper business. If the chairman had also referred to me as being formerly of Oklahoma he would not have been mistaken, for on the day the Cherokee Strip was opened, I galloped fifteen miles on the back of a pony from the state line at Cimarron and took possession of one of the finest quarter sections of land that was thrown open for settlement. While I did not, unfortunately, maintain possession long enough to prove up on the claim and incorporate myself as a citizen of the Territory, I have never forgotten that I rode among the pioneers who settled this soil and first broke the sod of its prairies. It will always be a question in my mind whether I did not make a mistake in reversing the famous injunction—"Go West, young man"—by turning my back upon Oklahoma and its mother state, Kansas, even although it was for the purpose of returning to my native commonwealth, the great Keystone State of Pennsylvania.

When your President invited me to address the Editorial Association on the subject "Press Muzzles in Pennsylvina," I was glad to accept because of the opportunity presented to enlighten the newspaper men of other states as to the causes which lead up to the stringent libel laws at present on the Pennsylvania statute books and their effect upon the press, or at least the daily press, of the State.

The causes were political, and go back nearly a decade to the tempestuous struggles which agitated Pennsylvania in the endeavor to throw off the domination of the Quay Machine. It is not my purpose to discuss Pensylvania politics, but it would be impossible to intelligently consider the development of the present libel law without harking back to events that led up to its enactment.

It is history, with which you are all familiar, that U. S. Senator Matthew Stanley Quay, in the declining years of his life was made to reap a partial harvest sown by the political oligarchy of which he was chief, in a series of tremendous scandals growing out of Machine Maladministration of State affairs. Scandal after scandal arose concerning the State Treasury, Quay's grip upon which was the keystone of his political power. Successive legislatures reeked with bribery charges concerning elections for United States Senator. Finally the long list of disgraceful episodes culminated in the arrest and trial of Quay himself on the charge of criminal conspiracy in wrecking the Peoples' Bank of Philadelphia. The cashier of this bank, to whom Quay had sent the famous telegram, "Buy me 1,000 shares of Metropolitan Traction Stock and I will shake the plum-tree," meaning that he would order the State Treasurer to deposit sufficient of the State's money in the bank to protect Quay's stock account, committed suicide, following the example of a Quay State Treasurer, who took his own life after flying into exile to prevent the secrets of the State Treasurer's office from becoming known.

JAMES S. BENN.

Now Senator Quay had another and entirely different side than that which was presented to the public as a masterful, unscrupulous, political boss. He was a home loving man and a scholar, his library being one of the best in the City of Washington. In the last few years of his life he gave many evidences of being tired of the ceaseless struggle for political supremacy in which he was engaged. Callous as he outwardly seemed to all criticism and attacks and unmoved by the repeated scandals that fastened themselves upon his political mantle, his friends knew that he smarted under the fire to which he was subjected. He became solicitous for the character he should hand down to posterity, and anxious that before his career should close there should be a change in the estimate in which he was held by the public.

These longings of Quay's better nature manifested themselves time and again in his public utterances. Some of the speeches which he delivered in his last campaign for election to the United States Senate were almost pathetic in their appeal to the public to judge him by higher standards than those which his past political career had set. Among other things, Quay resolved that he should have a biographer, one who would dwell upon and illustrate his great achievements in the Senate; as the National Chairman in the Republican campaign which elected Harrison; as a literary student; and in every respect in which the name of Quay might be handed down to posterity as a shining example of greatness. Such a biography was actually undertaken, in fact is now under way, and will, no doubt, some day make its appearance from the pen of no less a personage than the present Governor of Pennsylvania, Samuel Whitaker Pennypacker. When he began the biography at Quay's suggestion, Pennypacker was a judge of the courts in Philadelphia. He is a distant relative of Senator Quay's, being a second or third cousin on the maternal side.

Quay also determined upon making Pennypacker Governor of the State, although the effort to do so almost disrupted the State political machine. In addition to honoring the man chosen to be his official biographer it was Quay's purpose to install a Governor who would be a credit to Quay himself, and thus contribute to the public esteem which he hoped to arouse in his last years. For Judge Pennypacker was a man above reproach, whose personal and official integrity was beyond question.

In Pennypacker, Quay had a Governor of whom he was absolute master of thought, word and deed, and a biographer pronounced in his views of the Senator's immaculate greatness. Every man in Pennsylvania knows of the adulation which Pennypacker heaped on his cousin, the Senator, and the great admiration, almost veneration, in which he held him as a statesman and public official. Some of you may have heard some of Pennypacker's expressions in reference to Quay, such as "Quay is greater than Webster or Clay." This astounding statement was reiterated publicly until the Pennsylvania public was convinced that Pennypacker really believed it. His public speeches and written documents are full of similar tributes to Senator Quay. For instance, in a public speech before the Penrose Club in Philadelphia he declared:

"In manliness and intelligence and in a rare order of ability there has never been in public life in America Matthew Stanley Quay's equal." He has declared that Quay was the greatest statesman ever produced by Pennsylvania, the greatest member of the United States Senate, and given vent to so many other grossly exaggerated estimates of the Senator that the people of Pennsylvania would not be surprised if their Governor should issue a proclamation declaring that Quay was the greatest man the world ever produced.

In his public eulogy of the memory of Senator Quay, delivered before the Legislature on March 21, 1905, among other things he said:

"In the capacity for the building up and maintenance of political forces, and for the application to the accomplishment of public ends, it may well be doubted whether the country ever before produced the equal of Mr. Quay."

"To an extent equaled by few other American statemen, he permanently affected the development of our national life. For a quarter of a century no Republican could have been elected President of the United States and no national policy have succeeded without his consent."

In concluding his eulogy, the Governor pathetically chided the State for not giving due credit to the character and achievements of his great cousin. He said:

"Will Pennsylvania never fully understand how large in character as well as in strength was this statesman she has lost! The time has gone by and the harvest we might have garnered, had we only known, will never be ours. It is all too late for us to reap, too late even to bend over as did the archdeacon to kiss his hand and acknowledge our shortcomings, but we still may implore for him that peace which we ever denied him while he was on earth."

During the campaign which resulted in the election of Pennypacker for Governor, the newspapers, more in the spirit of jest than otherwise, made play upon Pennypacker's adulation of Quay and his expressions concerning the great statesman. Pennypacker himself did not escape comment and

criticism and the method by which his nomination had been purchased in the state convention by Quay's agents were especially made use of during the campaign.

The result was that Pennypacker, who had sat for twenty years unmolested and uncriticized on the bench, was stung to fury. It cut him to the bone to have himself caricatured in the public press, and it hurt him even more, that Mr. Quay should have his name smirched by the old scandals, and the first pages of the biography, still under his pen, should be so flatly contradicted.

It was no surprise, therefore, that his first public declaration after induction to office should be a tirade against the newspaper press. In a message submitted to the Legislature on January 20, 1903, he gave vent as follows:

"Experience has shown that men are neither strong enough nor virtuous enough to be entrusted for any length of time with unlimited and irresponsible power. Institutions of the highest utility when established often become dangerous to the community. Even the church has been at times used for the worst of personal ends.

"The doctrine of the liberty of the press, conceived at a time when it was necessary to disclose the movements of arbitrary power, has become in recent days too often a cover for base and ignoble purposes, and, like the sanctuaries of old, a place of retreat where any wrongdoer may secure immunity from punishment.

"Sensational journals have arisen all over the land, the owners in concealment and the writers and purveyors undesignated, and they have thriven by propagating crime and disseminating falsehood and scandal by promulgating dissension and anarchy, by attacks upon individuals and by assaults upon government and the agencies of the people. They are a terror to the household, a detriment to the public service and an impediment to the courts of justice.

"The time is near at hand and may have already come when society will find means to prevent this development of vicious life which constitutes the most conspicuous of existing ills. I know of no reason why Pennsylvania, which has been foremost in so many directions in the past, should not take the lead in a needed effort to improve manners and morals by such a reform. Our Constitution imposes responsibility for the abuse of the liberty of the press, and I suggest for the consideration of the Legislature whether or not it would be well to extend to such cases the law of negligence as developed by the decisions of our courts, so that there should be liability in damages for the physical and mental suffering caused by publications made without reasonable care.

"I further suggest an inquiry as to the propriety of requiring the names and residences of the owners of newspapers to be published with each issue. It may be that on consideration the Legislature in its wisdom will be able to devise other means which, while protecting journals of good repute, will tend to eliminate the unworthy."

If Pennypacker's mandate to the Legislature was not dictated by Quay, it was at least heartily concurred in by the Senator and the political machine at large, who saw an opportunity to place an effective curb upon the growing menace or criticism and exposure by the public press. Accordingly a bill was drafted and passed by the Legislature. It was as follows:

"From and after the passage of this act, civil actions may be brought against the proprietor, owner, publisher, or managing editor of any newspaper published in this commonwealth, whether the same be published monthly, bi-weekly, or daily, to recover damages resulting from negligence on the part of such owner, proprietor or managing editor in the ascertainment of facts and in making publications affecting the character, reputation or business of citizens. In all civil actions which may be hereafter brought against the proprietor, owner, publisher, or managing editor of any newspaper, published in this Commonwealth, whether the same be published monthly, bi-weekly, semi-weekly, or daily, and whether such owner be an individual, partnership, limited partnership, joint-stock company, or corporation, if it shall be shown that this publication complained of resulted from negligence on the part of such owner, proprietor, manager or editor, in the ascertainment of the facts or in the publication thereof, compensatory damages may be recovered for injuries to business and reputation resulting from such publication, as well as damages for the physical and mental suffering endured by the injured party or parties; and whenever in any such action it shall be shown that the matter complained of is libelous, and that such libelous matter has been given special prominence by the use of pictures, cartoons, headlines, displayed type, or any other matter calculated to specially attract attention, the jury shall have the right to award punitive damages against the defendant or defendants.

"From and after the passages of this act, each and every newspaper published in this commonwealth, whether the same be published monthly, bi-weekly, semi-weekly or daily, shall publish in every copy of every issue, on the editorial page, in a conspicuous position, at the top of the reading matter, the name of the owner, owners, proprietor or proprietors of such newspapers, together with the names of the managing editor thereof; and if said newspaper or newspapers shall be owned or published by a corporation, then the name of the corporation shall be published, together with the names of the president, secretary, treasurer, and managing editor thereof; and if the said newspaper or newspapers shall be owned by a partnership or partnership limited, then the names of the partners, or officers and managers, of said partnership or partnership limited, shall be published in like manner."

The previous libel laws on the statute books were similar to most of the libel laws in the other states of the union and fully conserved the interests of the public, as was proven by many years of experience, and were not unduly harsh upon the newspapers. Any publisher will see at once the wide opportunity that is opened by the Pennypacker bill for the harassment of the newspapers. In addition to the legitimate damages to which a libelled individual is entitled under the libel laws based upon the old common law of England and the Constitutions of a majority of the states of the Union, this bill practically invited litigants to contest for smart money on the top of compensatory damages for actual injuries to business and reputation. It provides damages for physical and mental suffering. Moreover, to cap the climax, it establishes the right to recover punitive damages in case prominent headlines, pictures, cartoons or other special matter for illustration have been used.

Was there ever a crook who robbed a house, snatched a woman's purse, looted a city or state treasury or sold out his constituents in a City Council or State Legislature, who has not smarted under the publication of the truth concerning his rascality? Yet Mr. Pennypacker's libel law goes so far toward destroying the legal axiom, that it is a publisher's right to plead the truth in defense against civil action for libel, that any of these crooks, from housebreaker to State Treasurer, can claim smart money for the exposure of their crookedness in the newspaper press.

Blackstone says in discussing the civil libel law that where there is no actual injury the law gives no remedy, yet Mr. Pennypacker creates an injury offhand. If the crook is known to be such by the whole community, if it is impossible for him to lose a penny in value or a shred in reputation, he still has the anguish of physical and mental suffering to value high in demanding damages from the newspaper which, in printing the news or from a sense of public duty, has shown him up as a crook.

Mr. Pennypacker also indicts the newspaper press at large for carelessness or negligence in the ascertainment and publication of the news. He has repeatedly stated his belief that newspapers are not conducted with proper care and therefore his bill proposes to regulate the matter by placing the burden of proof upon the publisher that every "i" be dotted and every "t" be crossed, or else be obliged to pay damages. Under the wide caption of negligence in the ascertainment and publication of facts he has created as good cause for damages against a newspaper as the average libel law considers malice to be. Plainly speaking, Mr. Pennypacker had opened wide the door for every man with a fancied grievance, every shyster lawyer who can obtain a client, and every crook who has suffered mental anguish over the exposure of his crimes, to take a fling at the newspaper press of Pennsylvania.

Needless to say the press of Pennsylvania, conscious of its constitutional rights, refused to be awed into submission by Mr. Quay's governor and biographer. Regardless of party or factional lines, papers of the state denounced the bill. I am proud to say that I do not know of a single instance in which a newspaper in the state deviated from the straight course it was sailing despite Mr. Pennypacker's smart money libel law. Cartoons, against which Mr. Pennypacker was particularly incensed, continued to be published daily and in their news columns the papers continued to call a spade a spade and a thief a thief. In signing this libel law Governor Pennypacker honored the newspaper with which I am connected with several references in a long statement to which he appended his signature. The *North American* had a few weeks before printed a cartoon showing the governor stand-

ing on a stool alongside a printing press, about to thrust a crowbar into the flywheel in order to stop the press. Referring to this cartoon the Governor said in his message:

"A cartoon in a daily journal of May 2 defines the question with entire precision. An ugly dwarf representing the Governor of the Commonwealth stands on a crude stool. The stool is subordinate to and alongside of a huge printing press with wheels as large as those of an ox-team, and all are so arranged as to give the idea that when the press starts the stool and its occupant will be thrown to the ground. Put into words, the cartoon asserts to the world that the press is above the law and greater in strength than the government.

"No self-respecting people will permit such an attitude to be long maintained. In England, a century ago, the offender would have been drawn and quartered and his head stuck upon a pole without the gates. In America today this is the kind of arrogance which goeth before a fall."

The Governor also took occasion to criticise members of the clergy who had raised their voices in denunciation of the existing evils in Philadelphia and Pennsylvania. He said:

"Bishops, too, hurry into print without investigation, and with only such information as comes from muddy sources, to express their disregard for those whom the people have entrusted with authority."

Further along in this remarkable document, he deplored the cartooning of his cousin, Senator Quay. For several years Cartoonist Nelan had depicted Senator Quay as an owl, and the public seemed to think it was not unflattering to represent the Senator as such a wise bird, but not so the Governor. Referring to this series of cartoons in The *North American,* he stated:

"It is sad to reflect that some historian of 500 years hence, misled by what he reads, will probably study the statesman whom we know to be able and strong, generous and kindly, keeping his promises and paying his debts, and depict him with the features of an owl, and the propensities of a Nero or Caligula."

The Governor in this paper also held out the threat of suppression against newspapers. He cited the fact that during the War of the Rebellion a New York newspaper which forged a Presidential proclamation was suppressed. This, Mr. Pennypacker thought, was a precedent which, he said, "No doubt will be followed in the future should occassion demand it."

The Governor's personal estimate of newspaper men in general was aptly illustrated when he compared them with garbage men. Justifying the application of the law of negligence to newspapers he said: "It applies to the gatherer of garbage. Why not the gatherer of news?"

In concluding this remarkable paper, which abounded with statements similar to those I have quoted, he stated:

"This much is certain. Since the laws of God and nature are immutable and inexorable, unless means are found to uproot some of the tendencies of modern journalism, confidence, already shaken, will be utterly lost and the influence of the press will be gone forever."

Two years passed and our worthy Governor must have ground his teeth to observe that in no material respect were the newspapers brought under submission, nor had any suspended publication. Senator "Quay had passed from the arena of statecraft," to use the Governor's expression, making the Governor's duty as biographer more important and increasing the necessity, as the Governor viewed it, of finding some means to curb the publications that placed such light estimate upon the record of the great statesman. Accordingly on the convocation of the last session of the Legislature he sent another history-making message to the Senate and House of Representatives concerning the iniquitous press. This time he delivered his venom almost solely at the newspaper with which I have the honor to be connected. In his message he said:

"Further legislation is required for the protection of the commonwealth from the injury to her reputation and the disadvantage to the administration of her affairs which arise from the prevalent dissemination of scandalous inventions concerining her officials and their efforts in her behalf.

"We are compelled to recognize that since the cry of the liberty of the press became a Shibboleth, the relation of the newspaper to the government and the people has been very much modified.

"No ruler now sits by divine right in his palace and writes letters de cachet to confine his subjects in some bastile at his own will, and on the other hand the newspaper will sometime become, not the representative of the people seeking information for their good, but a commercial venture, the main object of whose existence is to aid its patron in selling his wares, as anxious to attract attention of the statesman, the rules with respect to them must be changed with the change in conditions.

"There is a daily newspaper of wide circulation, published in the City of Philadelphia, ostensibly by a Pennsylvania corporation.

"A twenty-story building on the main street in the heart of the city, largely rented out for offices and other business purposes bears its name.

(At this point I might say that this statement by Governor Pennypacker should render him liable to prosecution for negligence in the ascertainment of facts, because The *North American* is published in a twenty-one-story and not in a twenty-story building.)

"Since its control of what had been a useful and venerable newspaper began, every Mayor of Philadelphia, every Governor, every United States Senator, save one who has only been in office four weeks, and every Legislature of the Commonwealth, have been subjected to a daily fire in its columns, not of adverse comment but of invented untruths.

"Recently in one of the States an offended citizen who shot and killed an editor, was tried for murder and acquitted. Lawlessness is the inevitable result of a failure on the law to correct existing evils.

"How can the right of a newspaper to publish the facts concerning the government and its officials and to comment on them even mistakenly be preserved and the continuance of intentional fabrication in the guise of news be prevented? The Constitution in the same section provides for freedom of speech as well as freedom of the press.

"Under the English common law, when a woman habitually made outcries of scandals upon the public highways to the annoyance of the neighborhood, she was held to be a common scold and a public nuisance. Anybody may abate a public nuisance, and she was punished by being ducked in a neighboring pond.

"To punish an old woman, whose scandalous outcries are confined to the precincts of one alley, and to overlook the ululations which are daily dinned into the ears of an unwilling but helpless public by such journals as have been described, is unjust to both her and them.

"I suggest the application of this legal principle to the habitual publication of scandalous untruths."

Appended to the Governor's message was an act suggested for passage by the Legislature, which he designated, and has since been known throughout the State, as "Exhibit A." I might add that since that time the Governor has been referred to by some of his friends of the newspaper press as "Exhibit B." The salient points of this new bill are as follows:

"Any six persons, citizens of this Commonwealth, may present a petition to the Attorney General, setting forth the designation of the publication, constituting such a public nuisance, the fact that it habitually publishes and disseminates falsehood, defamation and scandal, giving the particulars and details in at least three instances.

"Thereupon, if in the judgment of the Attorney General there shall appear to be a prima facia case established, it shall be his duty to file a bill in equity in the name of the Commonwealth in the Court of Common Pleas, praying for the abatement of the nuisance.

"Upon the trial of the case, if the evidence shall show the habitual publication and dissemination of false, defamatory or scandalous statements or representations, whether in the form of news, comment or illustration, it shall be the duty of the Court to make a decree directing the suppression of the publication."

It was undoubtedly an oversight on the part of the Governor in framing the bill that he did not provide the punishment suggested in his message to the Legislature, that editors of offending newspapers should be strapped in ducking stools and immersed in the nearest ponds.

This bill was not given consideration by the Legislature, many of the members of which had suffered sufficient odium by the part they took in the passage of the Pennypacker libel bill two years previously. So our Governor must content himself to rage in private at the press, and especially those members of it which fail to give due reverence to the occupant of the gubernatorial chair, or make any other than favorable allusion to the unsavory record of his departed cousin.

There never was a Quay or Pennypacker born who could form or invent a measure that would restrict the liberty of

the press or hamper it in its constitutional right of public utterance. If the Quays of Pennsylvania desire unsmirched biographs let them leave behind them records free from stain. If the Pennybackers of Pennsylvania or any other commonwealth in this union desire to effectually muzzle the press they must hie themselves to some other land than that in the fundamental law of which it is written, "The freedom of the press ought not to be restricted."

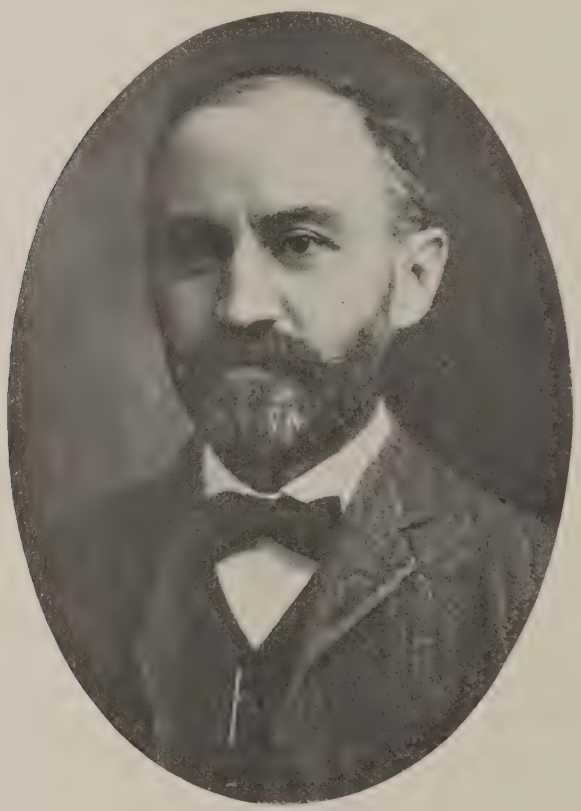
THE SOCIAL SERVICE OF THE PRESS.

BY JAMES H. POTTS, TROY, N. Y., TIMES.

THE press should feel the obligation to social service. This is self-preservation. What would the Press be without society? "As idle as a painted ship upon a painted ocean," or as a Yankee ship upon the trading ocean.

Far be it from me to concede that the Press performs no social service. Its service in this direction is vast. Its very existence is a social service that is supreme. The best thing about humanity is that it is social, and the chief witness to that society, as well as the greatest factor in preserving it, is the Press.

Conversation is the string on which the beads of society are grouped. Conversation—from the murmur of the insect through the jabbering of the monkey to the grunt of the man or the chatter of the woman. And the Press is conversation magnified—the gossip's megaphone. Lyman Abbott left the pulpit because he could talk louder through the Press. So did E. P. Roe. So did Henry Van Dyke. So have and will others.



JAMES H. POTTS.

The patron genius of the Press is not Gutenberg, although he got types ready to stand together, but Harvey, who proved circulation. Where is the man who could live without the newspaper? In my schoolboy days my teacher called attention to the psychological accuracy with which the opening chapters of "David Copperfield" were headed. First chapter: "I am born." Second chapter: "I perceive." Dickens might have followed this with a chapter entitled: "I inquire for the daily paper."

The first social service which the Press performs is to be society's champion, its mouthpiece, to tongue out a message of defiance that will penetrate the cobwebs obscuring the entrances to every mythologic cave.

The next social service of the Press is in declaring the unity of life. The newspaper's leaves are for the healing of the denominations. There is a centrifugal force trying to hurl things apart. The newspaper is Sir Isaac Newton declaring the attraction of gravitation. Why is it that the fall of the apple in Eden meant banishment with a flaming sword, while the fall of the apple in our orchards means domesticity beside a blazing fireside? It is because we barrel our fall apples. And the newspaper is the cooper. In the sheet seen in the vision as let down from heaven there was nothing common or unclean. In the sheets printed on earth everything is common, although some things are unclean. The man or woman who is to give the neck to the hangman is taught by the newspaper that he or she has a part in the social system. Even the bridge party may feel that the filmy strands of its cables have a place in human engineering, whether or no they will carry safely over Jordan. Into the Valhalla of the newspaper every deity is welcomed.

The Press is a social servant because it is everybody's servant. The objector may say: "There is so much in the newspaper that does not ring my doorbell, that does not appeal to me." But his is not the only house on the block. The sun shines into the alleys, or ought to. Ours is the motto of the old saint, and nothing human is alien to us. The first step in conversion is the recognition of individuality. How does the church recognize individuality? By inviting everybody to come to church. How does the Press recognize individuality? By inviting everybody to the newspaper office? No. By going into everybody's home. What a recognition of personal dignity to have one's name in the newspaper! Talk about the great American privilege being the ballot box? Not at all. There idiots, criminals and often women are excluded. But they get into the newspapers. Everybody's shoe, slimy or clean, hobnailed or of slippery smoothness, can tread the great white walk of the newspaper sheet. More than one dramatic press agent has said to us: "Speak well of me if you can. Roast me if you must. But, for heaven's sake, don't ignore me." We are hearing nowadays that the sovereign remedy for social ills is publicity and that the street lamp is the brightest Pinkerton of them all. And the newspaper is everybody's publicity—St. Peter at the open gate of the heaven of recognition, with his key lost.

A characteristic element in the social service of the Press is that it exalts the present time. We are told that today is "the heir of all the ages." But there is a disposition to appoint for that heir an older guardian who shall spend the youngster's money and direct his practices. No sooner has the setting sun with his face red from his contact with earth's atmosphere bowed himself out of the sky with a lingering farewell than the newspaper turns toward the east to welcome the new god of day. I know of nothing more inconsistent than for a newspaper to contribute to a monument fund. The publisher in New York who printed daily at the head of his editorial columns a text from the Bible was derided in newspaperdom. But the journal which published entire the revised New Testament as soon as the revision was completed was extolled by every paragrapher for its "scoop."

Like everything else that is great and good, the Press has a tendency unduly to magnify its office. In recognizing the individual it should not rob him of his individuality by doing all his work for him. The plea for the social scheme of government is that it protects the individual. The anti-social philosopher contends that the strong man has the right to rise. The big fellow agrees to that, knocks down his weaker brethren and makes steps of them. That is individualism top-heavy. But education is wiser. Leaving the adult alone it develops the children and saves the race. So the newspaper will make a mistake if it is too many kinds of an errand boy. It takes many units to make society, and the newspaper, though the most powerful, is only one and should keep off the others' grass. Consider then the limitations of the Press as a social servant.

The Press should be a prophet and not an organizer. The brand-new Elijah, Mr. Dowie, who preaches his people's sermons, signs their deeds and spends their money, is a social pervert. His is autocracy and not democracy. The newspaper that organizes crusades, draws bills for Congress, starts funds for one purpose or another and is the custodian

and almoner of contributions is like the mother who in excess of devotion or of restlessness does her child's work. Let the newspaper be the world's narrator, and, by generalizing from the facts, be the world's guide. But let it leave to the people the organization of their public activities, so that the newspaper proprietor may take his own part as a citizen, and no more, in the active benevolences and philanthropies of life. I do not question the motive of this diversified energy, which may be sincerely charitable or merely self-glorying. I mean that if my right hand does my left hand's work, there will be imperfect growth and atrophied power.

Nor should the newspaper in its zeal for service be a policeman. This much vaunted detective work of newspapers does not show keeness but a lack of clear vision. The mistress of the house may be able to cook better than the hired servant, but will be foolish if she dons the cap to do the cook's work. The result of newspaper bluecoatism is seen in the communications exposing or alleging official delinquency and ending: "Be sure not to publish my name." The day will come when newspapers will refuse to print communications anonymous to either the publisher or the reader.

Nor do I think the newspaper should publish the last word in the domain of the expert. Properly it may present special articles in every field of exploration, but beyond declaring first principles it should not prescribe instead of the doctor or argue for the lawyer or analyze for the chemist. "Or preach for the preacher?" When theology becomes an exact science, so that any two theologians agree as to its content, I will say "Or preach for the preacher." But in fact theology is the science of the newspaper. "The voice of the people is the voice of God," and the newspaper is the voice of the people.

Do I regard the social service of the Press as complete and satisfactory? I do not. The Press is performing for society a grand office—the grandest outside of the nursery. But, like many of the people, its daily work is as a custom regulated by the cash register and recorded by the man on the bookkeeper's stool, or is done for the lust of business. What I hope for the Press is that it may perceive its mutual relationship in society and remember that the editorial "we" is subservient to the all-seeing eye.

I shall take time to mention only one more aspiration for the Press in its social service, but that one is all-inclusive. I wish for the Press that it may cease to be narrow and learn to be broad. I am a believer in partisanship, and I believe in selfishness, but in both as means to an end, and that end the rejoicing in all things. The lawyer-like advocacy, that sees no evil in its own case and no good in the other, is petty and has come to be a sort of fetich, a thing of habit, so that the newspaper editor is much more magnanimous in his private than in his public judgment. To say that the sharply defined currents are more useful than the sea is to say that the waters are valueless when we cannot see them washing our own shores. I hope that when the recording angel takes his summer vacation his place is not filled by the shade of some political editor. I am willing that the newspaper should lie occasionally—not too often—if it will lie, as does Nature, with the grandeur of sympathy. That great editor, William Shakespeare, was always diligently searching out for the soul of goodness in things evil. The golden age will come when whatsoever things are lovely and of good report will be the stock in trade of the lovely and good reporters. As a social servant the Press should be like the sun in the sky, central to the system, a token of life's unity, every man's lamp, the light of and for today, the exposer of corruption but demanding assistance for its removal, the fountain of illumination but no peddler of matches, the medium of vision, but still the lens-maker's help and not his supplanter, as constant as the day, as genial and all pervading as the spirit of good.

NEWSPAPER DIPLOMACY—TELL THE TRUTH.

BY WM. SOUTHERN, JR., THE JACKSON EXAMINER, INDEPENDENCE, MO.

A NEW diplomacy has taken its place in the courts of the world. Its exponents are the statesmen of the United States and its cardinal principle is that truth stands first, the greatest weapon of the diplomat, the only method of dealing with nations worthy of the greatest among nations.

When Spain was pressing the hand of tyranny upon Cuba at our very doors and war was raging merciless and barbaric among those people of the West, American Ambassadors said plainly at Madrid that this war must cease, that Spain must bring peace to this colony or we would interfere. Trained in the old school, Spain measured this message by the rules of usual diplomacy. To her, words were meant to conceal the meaning of the Diplomat. Our Diplomacy meant that words were intended to express directly and exactly our purpose. The world knows the result. The American Diplomacy means what it says and says what it means. In no other country are men of usual avocations capable of filling diplomatic positions without special training. Because our policy is to tell the truth and express in vigorous language just what we mean. The usual definition of diplomacy is "Dexterity or skill in securing advantage," but we have made another definition, "The art of stating plainly and truly what is desired."

We are accustomed to agree that the game of politics, as played before us, is a game of dishonesty and fraud. Perhaps often that is true, but there is always the knowledge that the mass of the people desire that the right shall prevail, that their officials shall deal fairly with them and tell them the truth. Theodore Roosevelt was elected President of the United States by overwhelming majority, the votes being cast by members of every political party, because the people believed that he was honest, because they believed that he was true to official trust and because they believed at all times and under all circumstances he would tell them the truth. Joseph W. Folk was elected Governor of Missouri last November, an unknown and untried man, because his record as Prosecuting Attorney in St. Louis was such that the people believed he would always tell them the truth, that he would always be honest and faithful to his duty. These two men, one a President and the other a Governor, are of the new diplomacy, which represents the United States' way of doing business. They represent the overwhelming sentiment of an educated public which prefers right to wrong and is not slow to see and reward men who measure to its standard.

Men who publish newspapers are considered the proper timber from which to make Diplomats. It may be because every editor from the weakest weekly to the yellowest city daily feels entirely competent to discuss every phase of the government and to pass upon treaties and declare war. It may be also because the man who successfully conducts a newspaper must needs be a diplomat of the highest quality. The fact remains, however, that in our business, diplomacy is at a premium and tact a necessity. Not only does this apply to the editorial conduct of the paper, but in the counting room. In the business management of a newspaper diplomacy is required to secure business. I believe that the very highest diplomacy there, as elsewhere, is to tell the truth. To me it is a very simple conclusion that the man who buys advertising is entitled to know just what he is getting. The advertiser has a right to know how many copies of your paper will be printed containing the announcement for which he is paying. And at this point the diplomat of the business office has but one safe measure, tell the truth. You may lose one piece of business, but you are establishing a confidence which will be of value, you are building a character without which success in our business is impossible. We often hear that the good will of a newspaper has sold for more than the plant itself, and this good will is but another definition for character and the paper with such a valuable character has been builded by a diplomat who told the truth.

All of you understand that the discussion to this point has followed lines about which there can hardly be another opinion. But what about applying this measure of success to the editorial and local columns of every newspaper? A witness in court is sworn to tell the truth, the whole truth and nothing but the truth. The newspaper editor is not on oath, but if he tells the truth he may perhaps at times be allowed to tell not quite the whole truth. We can not always tell the whole truth, even to our wives. All of us may say of long experience, "I speak the truth, not so much as I would, but as much as I dare, and I dare a little more as I grow older." It is the rule in all city papers of standing that every reporter must write the exact truth for the news columns and any wilful variation is sufficient cause for dismissal. This is more and more the rule in the newspaper

business and should be in every office from which a newspaper is published. Then let us apply this rule in the editorial columns, the columns where the editor argues, dresses up his facts, marshals his figures and calls for a decision. Here is the diplomat at work. Even in the United States there are those who follow the old idea of diplomacy, while, I am glad to testify, there are more who follow the new and that the number is increasing.

Accepting this high standard for the editorial room will you not agree with me that a newspaper which declares itself for any political party, right or wrong, must be classed outside the high ideal desired. When I hear an editor declare that he always supports his party ticket whether he likes it or not, I look toward the source of the official printing and find out what brand of politics dominates the official power. It is no longer a mark of credit in our state for a man to declare that he never scratched his party ticket. In this country where every school boy may become the president (unless he happens to have been born a Democrat), we are entitled to the truth about everything, and especially about our politics.

WM. SOUTHERN, JR.

It is my peculiar belief that a newspaper can live and prosper without public patronage. That a newspaper cannot afford to be the vehicle of official publications at the expense of its honesty and self respect. That a newspaper cannot afford to suopress truths about men of its own party for the sake of public support paid by these same men when elected to office. That a democratic thief is no better than a republican thief; and that a democratic or republican newspaper is under no moral obligation whatever to support candidates of its party when it knows them to be dishonest or unfit.

I wish to say here that I do not agree with those party papers, published usually in country districts, or with those statesmen seeking office, who declare that all city newspapers are venal and purchasable; that the public press of the great cities of today is corrupt in the extreme. The metropolitan press is directed on the same basis as the country press. Its owners are interested in the business of the cities in which it is published and its views are honestly taken as those for the best interest of the country. Like the tariff, the newspaper policy is a local question. An honest newspaper in California might radically differ from an honest paper in New York, or Guthrie or both. I believe the metropolitan press is more nearly incorruptible now than at any time in history, and it is a coincidence, too, that there are few of the papers of great influence which are strictly party papers. They are independent papers, harking back for principles to the common sense and common good and refusing to accept platforms made by leaders with selfish motives. I am a Democrat because I believe in the principles as advanced by Jefferson as against those advocated by Hamilton. You are a Republican because you believe that the Federalist doctrine is correct. We both desire the same thing, the best interest of the country and in our present day politics and who shall say that I am the less a democrat because I refuse to support some politician who has secured a nomination to office, or that you are a worse republican because you do not agree that the blocks of five method of buying votes is justified by the victory so attained.

To make plainer the meaning I am attempting to impress I wish to illustrate the position of the strict party paper and the "Yellow Dog" party voter. In a certain township there is a political boss. He has no politics. He is a democrat because from democratic officials he secures rich contracts without competition. In his district the democrats and republicans are divided almost equally. He secures the nomination of his candidates and then in his office on bits of card he classifies every voter. Here in these pigeon holes are one hundred men who will vote the democratic ticket because it is so labeled. Here is another one hundred men who will vote the republican ticket the same way. Of the voting strength there are twenty men left who will sell their votes. The political boss rounds up these twenty, employs his speakers who preach the doctrine that it is a crime to scratch a party ticket. The republican newspaper holds the one hundred republicans in line and is put away in a pigeon hole by the politician and labeled. The democratic paper holds its honest voters in line and is sealed up in another pigeon hole as unworthy of attention. The candidate of the democrat is a boodler and the candidate of the republicans is an honest man. The twenty votes bought by the politician carry the district.

A man who has no enemies is not much of a man. A newspaper which is not hated and abused is not loved and followed. When a newspaper has followed the direct line of right and truth until it has raised so many passions that some curse and others bless it, that newspaper has found the true diplomacy. And not only does this idea apply to politics, but to those greater problems which come to men and newspapers. We must deal with affairs of every nature and through it all show bright and clear and unbroken the line of character. The things which draw us together as citizens are by far more numerous and more important than the division of politics. The lack of sympathy between men of different stations, between sections of the same country and between nations, is the cause of bitterness and misunderstanding. There is never a feud, never a quarrel, never a war, but at the foundation may usually be found a misunderstanding, brought about because of the lack of knowledge and sympathy. We measure life by what we absorb from it, when we should measure life by what we put into it. We, as individuals, and as newspaper men, would be stronger and more influential if we gave more attention to the cultivation of human sympathy, cultivating in ourselves the nature of those who suffer. It is pure selfishness which makes us try to lift ourselves up by tearing others down, instead of trying to lift others up that we may rise with them. It is Tolstoi's theory that all men should actually labor for themselves, not live by the means of the labor of others and he calls it "Bread Labor." He would have us dig in the soil before we may be called self-supporting. Mr. Bryan, who is a philosopher, as well as a statesman, adopts Tolstoi's theory of bread labor, but does not demand the actual, literal labor at the plow. He takes a broader view of life and holds that every man should labor in the field for which he is fitted and by contact with other men and their frailties and wants, discover the bonds of human sympathy which broaden the understanding and brings us closer together for mutual support and benefit and says that every citizen should draw from society the reward commensurate with what he contributes to society and that everyone holds what he does secure in trust for society.

We, as newspaper men, who touch every day the hearts of other men and mould to a certain extent their thoughts and actions, must realize that to us is given the greater opportunity, we are possessors of the twenty talents and from us much is expected. The influence of a paper guided in the counting room, the local department and the editorial utterance, by the standard of truth, is for the betterment, the uplifting, the happiness of mankind. It is for us to create a better understanding of motives and bring men into closer relations and to real sympathy with one another.

"Truth on the ocean of nature is no one track of light—every eye looking finds it own." Religion puts truth in the center of the universe and what is truth?

"'Twas Pilate's question put to truth itself, that deigned him no reply."

"To thine own self be true,
And it must follow, as the night the day,
Thou can'st not then be false to any man."

It was St. Paul who wrote, "No man liveth to himself and no man dieth to himself." Our lives must touch those of others at many points and we know not what vital influence the smallest action may have upon those who stand about us and are near us in our daily walks. Virtue goes out from contact with the hem of our garments and we know it not. Then is not our whole life's plan to so live that our influence shall work for good? The hermit departs the haunts

of men and separates himself from all who may influence him or be about him. He builds a hut at the source of a great river and that source, a little stream, passes before his door as he sits in musing, useless silence, wrapped in his egotism. He is living without the pale and influence of mankind. He is living a refutation of the message written by St. Paul.

Far off in the ocean some mysterious power moves the mighty deep. The waves rise toward the shores and the white capped waters flow in the daily tides. The waters of the river rise and carry up to its very source to the feet of the hermit at the little stream, the message that he is still beneath the eye of a mighty power and viewing its manifestation.

THE NEW STATE AND ITS NEWSPAPERS.

BY H. B. GILSTRAP, THE NEWS, CHANDLER, OKLA.

THE influence of the newspapers of Oklahoma and of Indian Territory has been an indispensable factor in the settlement and the development of these two territories, and, for that reason, the history of the territory newspapers is so interwoven with that of the constituent parts of the new state that the story of neither could be faithfully told without reference to the other.

The subject of this paper might, perhaps, have been reversed with propriety, for the newspapers preceded even the territorial form of government and have from the first led the way in the work of state-building. Their part in the creation of the forty-sixth state began with the struggle for the opening of Oklahoma lands to settlement, and since that time there has been no movement affecting the welfare of either territory in which they have not borne an important part. The first bill for the establishment of a territorial government for Oklahoma was introduced in congress by Robert VanHorn, a Missouri editor, and the measure which was finally passed and was signed by the president, authorizing the opening of Oklahoma to settlement, was drafted by Hon. Sidney Clark, now an honored member of the Oklahoma Press Association.

H. B. GILSTRAP.

The first "opening" in Oklahoma and each of the five additions which have since been made to the area of settled lands were preceded by campaigns of newspaper advertising such as no other country has ever enjoyed. Good advertising brings unfailing results, and the effect in this case was that the eyes of an entire nation were directed toward this fair land as the last and the best of the opportunities for the homeseeker, and the tide of immigration thus turned in our direction by newspaper influence has, by the same means, been continued, undiminished in volume, to the present time. In the past score of years Oklahoma and Indian Territory have been often in the limelight, and while some of the publicity has been unreliable and detrimental, the new state is greatly indebted to the newspapers of the entire country for their services in telling of the natural resources and business opportunities here and in extending our invitation to homeseekers and investors.

While the progress in this new country has been so rapid that we may seem to have reached almost at a bound the stage of development to which other states have been scores of years in attaining, every step in our advancement has, nevertheless, been the result of earnest, determined effort. There have been many obstacles to surmount and many adverse influences to combat and overcome before such a commonwealth could be carved out of the forests and wrested from the plains. People have been busy creating new cities, building homes, improving farms, establishing business enterprises, and so in all the work for the common good the newspapers have naturally led and have borne even more than their usual share of the burden. While the intrepid Payne and his sturdy boomers were invading the promised land only to be driven out by the soldiers, the newspapers along the border and in many parts of the country were fighting Oklahoma's first battle—the contest with the cattle syndicates which sought to retain possession of the land. The newspapers won, and in the first "rush," with the advance guard, came the pioneer newspaper men and their printing presses into the territory, here to continue their good work. No force has contributed more to the upbuilding of Oklahoma. There are other things which helped in an important degree—the fact that our people have come from every part of the Union, bringing with them the best ideas and the ripest experience of their several states; the age of progress and enlightenment and improved methods in which the territories have been settled; the interest that has centered in this country as the last of the American frontier and the spectacular features attending its opening—all these have done their part, but the one factor in our progress which made it possible to utilize all the other elements has been the power and the influence of our newspapers.

The commonwealth which here sprang into being in a day existed for many months without any organic law or any government except that which was evolved from public sentiment and established by public approval, yet life and property were safe, cities were built, schools were established, public improvements were made, and the march of progress never halted. The pioneer newspapers advocated order and good government; in the absence of law and executive officers they fostered and contributed to that wholesome sentiment which made the people a law unto themselves; the weight of newspaper influence was ever thrown against the dangers common to new communities.

People came here with fixed ideals of a high order, and if any labored under the delusion that they could with impunity show here that disregard for law and order and justice and decency which is sometimes tolerated in the pioneer life of new countries, they were soon undeceived and they quickly came to grief. An unrelenting and a successful warfare was waged upon outlawry and rowdyism, and it was soon made plain that train robberies and brawls and other crimes and disturbances were as much to be expected in the older haunts of civilization as in this newest of the territories. The country has developed too rapidly to remain long in that formative stage which offers to the demagogue his opportunity. Occasionally, when the people were still little acquainted with each other, unworthy men would successfully impose themselves upon the public, but whenever officials have shown a disposition to convert a public trust into a private "snap," they have been as promptly and as severely called to account here as in any state, and the newspapers have been unsparing in their condemnation of official malfeasance. It is well to

remember that when a judge, appointed to administer justice and uphold the law, became corrupt and arbitrary, the newspapers were prompt and fearless in their condemnation of his abuse of authority. Some of these editors suffered heavy fines and were even committed to jail for alleged contempt, but they have continued in honorable service, enjoying the respect of their fellow-citizens, and have seen the oppressor shorn of his undeserved authority and himself committed to jail for the violation of the laws he was once entrusted with enforcing. There have been many instances in both territories where removal from office has followed the exposure by newspapers of official crookedness.

It is almost universally true that intelligent people look upon the local newspaper as an index to the business enterprise and the social character of the community it represents, and the first step in the way of investigating any community in which they are interested is to send for the local paper. Thus our newspaper men have in a sense become immigration agents, and the character of the people who have come to make their homes within our borders is proof of the good impression that has thus gone out from this source. Almost every issue of a territory paper is a "boom" edition in the sense that it advertises the resources and advantages of its section and reflects the industry and progress of its people and is a continual exhortation to improvement and development.

Perhaps the greatest boon that has ever been given to the people of a state by a single act of legislation was the passage of the free homestead bill, which saved to the homesteaders of Oklahoma sixteen million dollars. This was only achieved after a campaign of years in which the newspapers, as usual, bore a conspicuous part.

The progress in Indian Territory has, in some respects, necessarily, been slow. While Oklahoma has been impatient at being compelled to remain so long a territory when fitted so well for statehood, our neighbors in Indian Territory can, with justice, complain that they have not been given even a territorial government. The people of Hawaii enjoy a greater measure of self-government than do these enlightened citizens of Indian Territory. They have no elective officers except their town officers. Every particle of legislation for Indian Territory must be sought at the hands of Congress, and yet the territory has not even the representation of a delegate in congress. When it becomes necessary to present to congress or to the departments at Washington those matters of great importance to the territory, the majority of the citizens, having no legal representatives chosen by popular vote and maintained at public expense, are at a serious disadvantage as compared with the interests capable of maintaining able and experienced lobbyists at big salaries. The titles to lands have all been vested in the Indians, and, under the existing restrictions, these lands are yet practically inalienable. The administration of the laws is left entirely with officials appointed by federal authorities. Whatever is done for the public good must be the result of local organization, and here again is where the newspapers have rendered valuable service. If the people of Oklahoma have reason for pride in their newspapers, much more have the citizens of Indian Territory occasion for pride in theirs. Created in the midst of lawlessness and disorder and surrounded by the representatives of greed and graft, they have done more to bring order out of chaos and to maintain a sentiment demanding a high standard of honesty and efficiency in the public service than any other force within or without the territory. The immortal Thomas Jefferson is credited with the statement that if he should be required to choose between a government without newspapers and newspapers without a government he should unhesitatingly choose the latter. If the wisdom of this utterance had hitherto lacked vindication it would now be found in the conditions in Indian Territory, where an intelligent and courageous press is doing so much to keep the country abreast of the most progressive states. Indian Territory editors have had little acquaintance with "flowery beds of ease." The rural population has been scattering and somewhat transient; official publications and public patronage are almost unknown; countless obstacles have stood in the way of these plucky publishers, but they have overcome them, and their papers would be a credit to any state—a splendid monument to their brains and business ability.

According to the latest newspaper annual, the two territories have one newspaper or other publication for every 1,800 of their population. But seven states show a greater proportion, while the average of the states and territories is one publication for every 3,951 of population. Only fourteen states, including one New England state and one Southern state, have a greater number of publications than the 530 accredited to the two territories; but fifteen states publish a greater number of dailies; only fourteen print more weekly papers; and in but thirteen states are a greater number of towns represented by publications. In point of circulation, in mechanical equipment and typographical appearance, and in the excellence of their news service as well as in editorial strength, these papers are fully up to the standard of the older states. There is good reason for this. Our population is made up of an intelligent, wide-awake, newspaper-reading people. There are thirty states and territories, including Massachusetts, which have, according to the U. S. census, a greater percentage of illiteracy than Oklahoma has. Judged by the newspaper standard, there can be no question as to the fitness of Oklahoma and Indian Territory for immediate admission as a state.

One reason why there are so many papers is found in the fact that in every town in the territories there is an intense degree of local patriotism, and this sentiment demands a newspaper as practically the first institution after the townsite has been platted. It must have been here that the printer man, with prophetic eye, took his "outfit" into the unsettled wilderness, and, as told in the rhyme,

> Men laughed at him as they looked about
> When, in the woods, they found him,
> But when he got his paper out
> They built a town around him.

One cannot read the exchanges from the two territories year after year without being impressed with the broad character, the intelligence, enterprise, and the energy of the men who make these papers. There have been undesirable publishers and unworthy publications, but under the operation of the law of the survival of the fittest, the papers of objectionable character have nearly all found their place in the newspaper graveyard, and practically all the publications of today have passed the experimental stage and are firmly established. These territory editors are men who would have made a creditable showing anywhere they might have been placed. They had the foresight to recognize the possibilities of their chosen home, and, by means of their brains and push, are witnessing the realization of their dreams. They include college professors and graduates and men of other professions, who have been attracted to the fourth estate by the opportunities it offers for usefulness. They are important factors in public affairs, indispensable in local matters, and inseparable from politics. Their services in official capacity have been so satisfactory that when President Roosevelt wanted a man for governor of Oklahoma he chose one who had "made good" as a postmaster and a country editor, and the wisdom of the selection has been proven by an administration which is a source of pride to the newspaper fraternity.

The paramount, ever-present question with the newspapers of the two territories is statehood. We have here ready and waiting all the essentials to the formation of a great and prosperous state. In area, in natural resources, in wealth, in population, in intelligence, in respect for the law, in loyalty to the Union—in all that goes to fit a territory for a place among the states—Oklahoma and Indian Territory fill the measure more completely than did any of the present states at the time of their admission. If faithfulness in small things is proof of capacity for greater responsibilities, may not the fact that these territories have accomplished so much in the face of adverse conditions be taken as an indication of the larger success that will be achieved when the limitations of territorial government or of the absence of even that are removed? The new state will be no uncertain quantity—no experiment. In the record of what has been accomplished you have the assurance of what will be done. The people who are to mould our institutions and to determine the character of our government are here now, and the conditions as you see them are the result of their efforts. It will be an injustice for congress to longer delay permission for Oklahoma and Indian Territory to jointly assume the responsibilities and enjoy the benefits of statehood. That justice may speedily be done us, the newspapers of the new state appeal to the great body of newspapers represented in this association. You speak to those whose assistance we most need, and, having verified by personal observation that we are fitted for statehood and that we deserve statehood, you can create on our behalf a sentiment that will be irresistible. Not only can you, through the influence of your papers, make effective our appeal for statehood, but you can help to secure those conditions which will make the new

state a type of the highest American civilization. To you is given the opportunity to assist in finishing the work so well begun and so faithfully carried on by our territory papers. Your past devotion to the principle of a square deal is to us an assurance that we may expect your aid, and when the star of the new state is added to the flag you may rest assured that the newspapers of the new state will not be unmindful of the debt of gratitude which they owe to the members of the National Editorial Association.

THE PUBLIC SCHOOL AND THE PUBLIC PRESS.

BY JOHN W. CARR, SUPT. OF SCHOOLS, ANDERSON, IND.

AS a member of one N. E. A.—the National Educational Association, it affords me genuine pleasure to be permitted to bear greetings to another N. E. A.—the National Editorial Association—and to be your guest on this occasion. The emblem of the organization I represent is a lighted lamp, typifying its purpose—the enlightenment of men. This emblem would be equally appropriate for this organization, for it too is primarily a bearer of light—the light of truth, the light of knowledge. In fact, enlightenment is the chief concern of both associations, and, if it were deemed advisable, they might with propriety be merged into one greater N. E. A.—the National Enlightenment Association—without doing violence to the fundamental principles and purposes of either organization. So while I do not come as the accredited representative of the National Educational Association, yet I am sure I express the wishes of all the members of that great organization when I bear fraternal greetings and assure you that the sentiments most cherished by you are dearest also to us. I count myself particularly fortunate, and I appreciate the honor, of being permitted to speak to you on a subject so dear to the hearts of the membership of both organizations—"The Public Schools and the Public Press."

SUPT. J. W. CARR.

THIS IS THE AGE OF LEARNING.

This is distinctly the age of learning. Other ages have produced scholars and made splendid contributions to the fund of human knowledge. I would not disparage their achievements nor detract from their renown. But in every other age learning has been for the few—the rich and the highly favored, while now, in this country at least, it is the heritage of all. The marvelous development of our country has not been due alone to our natural resources, but primarily to the intelligence and energy of our people. Our raipd conquest of the markets of the world is due chiefly to the genius of the captains of American industry and to the intelligence of American workingmen. We are supreme in agriculture not alone because of the fertility of our soil, but because of the fertility of our brains. The wonders of science, the marvels of invention, the triumph of mechanical and industrial arts, the substitution of machinery to do the world's work instead of man and beast, the conquest of time and space by means of steam and electricity, the improvement of food plants and the invention of new ones; the multiplication of libraries and schools and books and newspapers, the increase of travel and the wonderful interchange of thought—these are characteristic of the times and attest the fact that this is primarily the age of learning.

UNIVERSAL EDUCATION IMPOSSIBLE WITHOUT THE PUBLIC SCHOOLS AND THE PUBLIC PRESS.

Now such an age of universal learning would not have been possible without the public school and the public press. The public school gives to all the people the rudiments of knowledge and in these latter days, through the agency of the public high school, science and literature and some of the culture of the race is becoming the heritage of the common folk—reaching all of the people. The work of universal education begun by the public school is continued and extended by the public press. Our knowledge of geography and history, yes even of science and art would grow dimmer and dimmer, perhaps in many instances entirely vanish, if it were not for the public press. Questions of government and society and commerce and finance and education and religion and science and art—in short all the questions of peace and war are discussed daily in the public press, and by that means the work of universal education goes on and on.

The public school is the hope of our country; the public press, the bulwark of our liberties. The two are inseparable—the one useless without the other. They are the twin children of democracy, the embodiment of freedom and enlightenment. Each has in it an immortal spirit, but the body—let us hope that it too is immortal.

But the real purpose of this address is not to extol the greatness of either the public schools or the public press, but rather to point out their limitations and imperfections and especially to show how each may be helpful to the other and how both may render a greater service to their country and to mankind.

SOME PROBLEMS THAT CONFRONT THE PUBLIC SCHOOLS.

Great as has been the work of the public school yet there are many problems to be solved and many difficulties to be overcome before it is capable of doing its noblest work. In many localities the schools are crippled because there is not It is true that there are plenty of people willing to extol the glories of our free public school system and to insist that their particular schools are the best in the country. Yet the proper intelligent patriotic public sentiment back of them. we often find these same patriots (?) using the schools to forward their own selfish interests by "ways that are dark and tricks that are vain." The best of one generation should be the teachers of the next. This is impossible so long as teaching is regarded as a menial task and teachers are ground down by poverty and subject to dismissal without cause at the whim of any one who may be elevated to power. Good physical environments, a course of study suited to the needs of the people, competent teachers to instruct, wise and economic administration of school affairs, proper and wholesome discipline, high ideals not only of scholarship but of character, above all splendid teaching and noble living in the school room, and intelligent loyal support out of the school room—these things are essential in every community if the public school is to perform its highest mission.

HOW THE PRESS MAY RENDER GREAT SERVICE TO THE SCHOOLS.

Now the public press can render a great service to the public schools and at the same time a greater service to the country by insisting that the public schools shall forever be divorced from partisan and personal politics; by seeing to it that no man who has "an ax to grind" or a friend to reward

or an enemy to punish be elected to administer the affairs of the school; by demanding competent teachers—men and women of scholarship, ability and power—to teach the children of all, and then by insisting that the teachers receive living wages for the services rendered. The miner who digs the coal that runs your engine, the printer who sets your type, the pressman who prints your newspapers, the postal clerk who weighs and distributes them, yes even the rural mail carrier who delivers them to the farmers in the country—each of these is paid from one and a half to two or three times as much as the man or woman who teach your children! We pension the soldiers of war; we build monuments to commemorate their deeds of heroism; we honor them in every way possible while they are living and with loving hands we strew flowers upon their graves when they are dead. And it is well. I would not have it otherwise. But shall the soldiers of peace—the teachers of the nation, shall these men and women who are giving the best years of their lives to the instruction of children, who are taking hostages of the future in order to secure the peace and prosperity of their country, shall they be paid a mere pittance for their services while they can serve, shall they be dismissed in disgrace without cause and then compelled to live in poverty in their old age? I appeal to the public press of the nation.

But a better understanding between the public schools and the public press would not redound to the benefit of the former alone. As the schools improve in efficiency, the people advance in knowledge and wealth. This advancement has made the development and the multiplication of daily newspapers possible. The better educated the people are, the greater is the demand for newspapers and the greater is the power and influence of editors. A metropolitan newspaper in the Soudan or among the Igorotes would neither be profitable nor influential.

THE BETTER SCHOOLS, THE BETTER THE NEWSPAPERS.

Again, as the people increase in intelligence and knowledge they demand better things of the press. You can judge of the intelligence and tastes, yes, even the morals of a people by the kind of newspapers they read. If the news-columns are filled with pruient and the sensational, if the language is coarse and slangy, if there is a dearth of science, art, literature and religion, if the editorials are abusive or don't ring true, if the advertisements appeal to the ignorance, cupidity, infirmities and appetites of the people—if these things abound in the newspaers, they are or soon will be indicative of the intelligence, the tastes and the morals of their readers. It is a significant fact that even advertisements are graded, not only in reference to the occupation of people reached, but by their intelligence, integrity and credulity.

As the public schools improve in efficiency, the newspapers will contain fewer misstatements, fewer personalities, less sophistry, less demagogy, and more that ennobles and uplifts. As editors and teachers become better acquainted, they will understand each other better and each will have more sympathy, more respect for the other. Teachers will not regard editors as coarse, critical unsympathetic and cynical, neither will editors regard all teachers as impractical, pedantic, sentimental and soft—fit subjects only for caricature and ridicule. On the other hand, they will understand each other better, and each will have more sympathy and more respect for the other.

THE LARGER BENEFITS OF A CLOSER UNION BETWEEN THE SCHOOL AND THE PRESS.

But the benefits to the public schools and the public press arising from a closer union between the two are insignificant compared to the benefits to the country at large from such a union. It has been the dream of my life to see this union made effective and perpetual and to see these two mightly agencies of democracy, inspired by the highest motives, working side by side to dethrone evil and to exalt righteousness. I do not minimize the work of either the schools or the press in the past. But what has been done is only a sign of greater things that may be accomplished in the future. I do not expect such a union to bring about the millennium, but I do believe that it would do much to aid in the solution of some of the gravest problems that confront our people—problems which, if allowed to remain unsolved will threaten our national life.

THE DANGER OF CLASS HATRED.

As an example, take the problem of class hatred.

In the past, class hatred has been the cause of the downfall of nations. Sometimes it was the hatred between Jew and Gentile; sometimes between Greek and barbarian; sometimes it was Guelph versus Ghibelline. Again it was the rich against the poor; the pleb against the patrician—Marius against Sully and Sully against Marius. Sometimes it was the military against the civilian; sometimes it was one class or race, or nationality or religion or sect against another. But in whatever form, it was always the demon of faction, the devil of party, the enmity of class against class that proved disastrous to their country.

In America we have all races, all nationalities, all languages, all sects, all religions, every condition of wealth and poverty, all ideas of government and personal liberty—all these side by side working together, usually in harmony, sometimes clashing, sometimes rioting, but always elements of danger—the live wire passing through the powder in the magazine. It is the glory of public schools to be the chief agency in assimilating and unifying these heterogeneous elements, making Americans out of all with common ideals and a common patriotism. It is in the public schools that the children of all classes—rich and poor, white and black, foreign and American born—all are given the same opportunities, all are taught one language, all are taught to love, protect and defend one country and one flag.

But how much more effectively could this work be done if there was a closer union between the public schools and the public press—a complete understanding, a common program. The teachers would teach the children, the editors would instruct their parents. A common patriotism would be taught in the school room, a common patriotism disseminated by the press. True comradeship taught in the schools—brotherly love preached by the newspapers. Such a union and such an understanding would mean less prejudice, less faction, less strife. It would mean closer unity, more harmony and a broader patriotism. It would mean that reason would be appealed to more and passion less; justice more and selfish interests less; the welfare of all, not the aggrandizement of the few. Yes, the press would publish the news—all the news—the works of righteousness as well as the works of iniquity, but there would be greater effort not to excite hatred. We would not fondle the serpent nor play above the den of the cockatrice.

DISREGARD FOR LAW, A MENACE TO SOCIETY.

But there is still a greater problem to be solved than that of class hatred—it is the problem of obedience to law.

Disregard for law is the most common, the most insidious and the most dangerous of all our national sins. It is so widespread and affects so many classes that if it is not checked it will become a positive menace to society. It manifests itself in various ways and in all parts of our country. Children in many homes defy parental authority. Demagogues are all too frequently elected to office only to betray the people they are supposed to serve. Great labor organizations sometimes rush into unwise and unjustifiable strikes, resulting in loss of property, acts of violence and all too frequently terminating in bloodshed and murder. Some business men and socalled good citizens resort to bribery and all sorts of finesse in order to obtain valuable franchises and other public utilities without adequate compensation to the people. Great corporations sometimes rise to opulence and power by resorting to espionage, bribery, oppression and crimes of various sorts. But in whatever form, whether as riots, or mobs, or white cappings, or lynchings, or the evasion of the liquor laws, or perjury, or rebates to shippers, or tax dodging, or vote buying, or the prostitution of official position, or the purchase of legislatures, it is all one thing—*disregard for law.*

Now, gentlemen, if this national disease is to be cured, we must go to the very root of the matter. Children must be taught obedience and respect for law and constituted authority. There must be better discipline in the home and in the public schools. I do not plead for the sterness, harshness and brutality of the old time discipline, but even that is preferable to much of our soft sentimentality, that causes us to be afraid to spank Johnny for fear he will die, or will never love us any more. But Johnny will not die and he will grow only the stronger in character and love because his parents and teachers have taught him a wholesome regard for law. The public schools will fail, miserably fail, if there is not proper discipline in them. Chicago has banished the rod from the schools, but she has not done away with the policeman's club and the fixed bayonets of an armed soldiery.

The public press can assist greatly in the maintenance of proper discipline in the schools. If the press insists that there shall be proper discipline, if it refrains from giving undue publicity in magnified form to every little case that arises, if it refuses to champion the cause of every callow youth who fails to pass in his studies or has been spanked

or suspended on account of his misconduct, if it declines to give the use of its columns to Tom, Dick and Harry in order that they may air their grievances or get even with their teachers—such a policy will aid teachers and school officials not only in the maintenance of proper discipline in the schools, but in the development of citizens that will respect and obey the law after they leave the schools.

While the public press can assist teachers greatly in training *children* to respect and obey law, yet it has a still greater privilege, and a higher duty to perform—it is to demand that *adults obey the law and that no class be privileged to disregard it.* This duty and this responsibility can no more be evaded than the sentinel can evade responsibility for the welfare of the army while he is on picket duty in the presence of the enemy. It would be presumption for me to attempt to tell you how this duty is to be performed—that is your problem. But I believe this problem to be of such importance that the history of our country will be affected by the solution that is given.

THE PATRIOTISM OF PEACE.

But the greatest good to be derived from a closer union between public schools and the public press is that, united they can aid mightily in instilling a higher patriotism among the people—*the patriotism of peace.* It is a noble thing to defend one's country in time of war; it is no less noble to protect it and to cherish it in time of peace. It requires sublime courage to stand up before the bullets of an armed foe. It requires also a high order of courage to stand up before the onslaughts of the party boss, the allurements of "big money," the blandishments of office and power and to champion successfully the cause of good government. Clark of Minneapolis, Weaver of Philadelphia, Folk of Missouri and Theodore Roosevelt, President of the United States are heroes of peace and it is our duty to hail them as such. It is a great thing to accumulate property and pile up wealth; it is a greater thing to use that wealth for the highest good. Wealth should no more be prostituted than virtue or honor, or power. It is a glorious thing for the public schools and the public press to be the chief disseminators of knowledge, yet that knowledge becomes a curse if misdirected.

The patriotism of peace teaches the homely virtues of honesty, truth, justice, temperance, chastity and mercy. It teaches that all men are equal before the law and demands for every man the right to work and to enjoy in peace the fruits of his honest toil. It rewards fidelity and punishes treachery in public office the same as on the battlefield. It believes that wrong is wrong and crime is crime whether or not they are so designated in the statute books. It believes that the hard doctrine of competition and commercial intolerance should be mollified by the practice of brotherly love. In its declaration of principles, it not only includes the Ten Commandments but the Sermon on the Mount. I know that these are ideal things, but they are the things for which the world stands most in need.

J. W. Carr.

SCIENCE OF MODERN BUSINESS BUILDING.

BY WM. L. BARTH OF THE SHELDON SCHOOL, CHICAGO

THE age in which we live is distinctively an age of practical and applied science. The most fascinating chapters in the history of the ages are those which unfold to us the miracles wrought by science. Every realm has felt and responded to its magic touch. It is literally the mother of modern industry and commerce, and the successful men of the age are largely those, who, appreciating this fact, have grasped the opportunities set before them. Every great industry has its technically trained expert and so great is the demand for this class of men that frequently every student of our higher institutions of Technology is engaged a year and sometimes two years before his graduation. He is the profit maker of the institution, and sometimes the only profit maker. He has taught the manufacturing and selling world that vulgar fractions are greater profit builders than even the multiplication table; that coal tar can be transformed into hundreds of valuable dyes, medicines and commercial products; that the hair and hoof, horns and blood of the ox are as valuable as the beef; that worn out horse shoe nails may be transformed into the finest gun barrels; that fish scales make very fine brooches and bracelets; that the sewage of our cities may be made to yield millions of revenue.

The day has gone by when the graduate of science can be ignored or ridiculed as a theorist. The steel mill, the mining company, the packing house, the gas works all appreciate his worth. Even the farmer has learned to know that the agricultural graduate stands a better chance of succeeding than does he. Is it not strange when we pause to reflect that while all professions and industries have outgrown their prejudice and welcome the age of science in their respective spheres, our business builders, in many respects our most farseeing body of workers, have until now, made no effort to utilize the knowledge of science in their operations? While they of all men need it most, for they are continually dealing with that most complex thing in the universe of God, human nature, they have been content to plod along in a hapazard luck and chance sort of way with scarcely an attempt to codify or systematize the laws underlying business getting and business building. True, we have very able journals; our newspapers are replete with valuable knowledge for the business man; good books have been written on special topics, such as banking, system, etc., but no real effort has ever been made to do for the business builder what has been done for the electrical engineer or the chemist. Our great thinkers have not quite gotten rid of the old superstition that trade is vulgar, unprofessional—I predict the day is dawning when commerce will be regarded as a profession as dignified and honorable as medicine or law and that men will study the science of business building as they now study the science of chemistry or agriculture.

The modern business builder must be a technically trained man; educated in the science which underlies his art if he hopes to attain to the highest success in his calling. This is an age of brain mastery, of knowledge and law, and no man can hope to succeed who does not prepare himself more thoroughly than the fathers needed to do. I once congratulated a wealthy man on his business acumen. He replied it did not take much brain effort to buy pine land at $100. an acre and sell it for $150.00 an acre, or to pick up corner lots at $100.00 and sell them for $100,000. That may or may not be true; at any rate those days of golden opportunity are gone and will never return. The man who hopes to succeed in business these days must do so as a result of a thorough mastery of his calling. The business methods of fifty years ago, were all right fifty years ago. Those same methods, if used today, would land you in the bankrupt court.

Business methods are changing and nowhere so rapidly as in the west; and changing because business itself is changing. It has ceased being a trade; it has become a profession, a science. When A. F. Stewart had three hundred clerks in his store, it was regarded as a wonder, but there is at least one retail dry goods house in the city of Chicago that employs ten thousand clerks and its annual sales amount to tens of millions. When Greely and Bennett founded their newspapers in New York, they gloried in a circulation of fifty thousand. Today a circulation of one hundred thousand for a newspaper is very ordinary. When Robert Bonner appropriated $5.000. for advertising it was regarded as marvelous; today the advertising appropriation of the business world runs into the tens of millions.

Such are the enterprises and all who hope to compete with them require training, wide knowledge and more than ordinary education and intelligence on the part of the men who conduct them. They require training in system, credits, costs, buying, advertising, insurance, and above all, in the fundamental and basic principles that underlie business operations. No great business enterprise is the result of chance. This is not a world of chance, but of law, and the secret of the success of all great business builders is that they worked in harmony with certain fundamental principles and laws. This great truth all modern business builders must learn, that success can only come as men work consciously or unconsciously in harmony with the basic laws that underlie their calling. I say consciously or unconsciously, for I concede that men are succeeding who have not been trained in the science of business, but their success is due to the fact that they have unconsciously utilized the basic laws of business. To illustrate, here is a man who builds a safe, and into that safe he builds a combination with which to lock and unlock the safe. Here are two men who wish to open that safe; one man is acquainted with the combination; the other is not. Now it is quite within the realms of possibility for the man who does not know the combination

to open the safe. He may stumble upon the combination by chance; he may, by trying every possible combination of the dial plate, learn the combination, but he cannot, does not open the safe save by the use of the combination, for there is only one way of opening the safe, and that is by way of the combination. It will be conceded by all that the man who is in posession of the combination can open the safe in less time and do it more certainly, with less brain effort, less labor, than the man who does not know the combination. This is self evident.

Now then, if our contention is true that there are certain basic laws and principles that underlie and enter into the art of selling and business building, and that contention no one will controvert, then it follows that the man who is conversant with these laws and who applies them consciously in his business, will do the work with less friction and fret, with a greater chance of success, than will the man who does not know them or who uses them unconsciously.

We know that every innovation or new truth has had to fight its way to recognition and acceptance. Practical men in the past absolutely demonstrated to their own satisfaction that a steamship could never cross the Atlantic; that the telegraphic message could not be sent from one city to another; that the idea of talking through a hole in the wall over a wire to a distant point was nonsense; that lighting by electricity was a dream; that sending messages over the ocean or over the continent without wires was not feasible, but the facts are that all these things have been done.

In a last analysis, this question of the science of business building must stand or fall by its results. The facts in the present instance demonstrate that what was a modest business venture on the part of Mr. Sheldon a little more than two years ago has grown into a movement that promises to revolutionize business methods and ideals.

Our definition of salesmanship is as follows: "Salesmanship in the abstract is that power born of a combination of certain positive qualities and faculties which enables him who possesses it to successfully influence a high average of those whom he solicits to purchase at a profit that which he has to sell."

When we consider this abstract definition of salesmanship, we see that the relationship between the personal salesman and the salesman by the literary method which is advertising in its various forms—is maintained. Each is seeking to exercise that power to influence others, and a high average of those whom he solicits to purchase at a profit that which he has to sell. Each needs that power, and if his ambition crystallizes into the desire for more than ordinary success, he must possess it to a marked degree.

This leads to the inquiry, what do we mean by the science of salesmanship? We have already defined salesmanship, and now if we define science we shall be able to proceed with a clear understanding.

Science is knowledge. We have an art of selling, but the art of selling is not science. The art is the practical exercise of the science, which underlies it. The musician at the piano is exercising the art of music when he actually plays the piano but he will never become a great artist until he masters the science of harmony which underlies that art.

And we must remember, too, that all knowledge is not science. Knowledge only becomes science—scientific—when it is correlated, systematized, logically arranged and even severely tested. I think we may all consider Herbert Spencer a safe guide as to the definition of science, and he tells us that it is "organized knowledge." This is but another way of expressing the same idea when we say, as we do in scientific salesmanship, that science is knowledge which has been correlated, systematized, logically arranged and severely tested.

Knowledge pertaining to the heavenly bodies, when organized, gives us the science of Astronomy; knowledge pertaining to the erection of buildings, when organized, gives us the science of Architecture; knowledge pertaining to the tilling of the soil, when organized, gives us the science of Agriculture, and knowledge pertaining to the sale of goods, when organized, gives us the science of Salesmanship.

We all realize, of course, that the first step towards the formulation of a science is to arrive at a true basis for classification of knowledge pertaining to a given branch of thought or industry. So far as business building is concerned, this first step is very plain; there is but one true basis for classification, which will be all-inclusive. We find in the first place that there are but four general classes of salespeople in the world. These we may name as wholesale salesmen, retail salesmen, specialty and business promotors, and, inasmuch as all these are intimately related to business building, we must include them in the science of business building.

There is one more step to take in our work of classification, and it is this: To determine the factors which enter into each sales transaction. There are just four, and these factors are; first, the salesman, the chief factor in each commercial drama; second, the customer, to whom the first factor (the salesman) is seeking to sell something; third, the article or proposition to be sold, that which the first factor is trying to sell to the second factor; fourth, the abstract something, which we may call the sale itself the transaction wherein dwells the exercise of the practical art of selling. It will be helpful to me in the remainder of that which I have to say if you will bear these four factors which enter into each sales transaction clearly in mind, as the balance of my remarks shall be confined to a few vital points pertaining to each of these four factors.

Kindly bear in mind as you follow my remarks pertaining to these four factors that, in scientific salesmanship, we claim that there is specific knowledge amounting to general truths, general principles—indeed, we may well dignify them by the term "general laws"—pertaining to each of the four factors. According to Spencer, when they become "organized knowledge" they crystalize themselves into a science—the science of general salesmanship. Since advertising is salesmanship by the literary method it goes without saying that these laws apply with equal force to the advertising department and the personal salesman. They constitute the general laws of success.

Let us inquire what is the fundamental law of all trade, and the answer is Confidence. Confidence is the moral fiber of our whole commercial fabric. If you can inspire your customer, or the man with whom you want to do business, with confidence in yourself or your proposition, one-half of the battle is won. Upon what does confidence depend? I answer it is the outgrowth of personality. The confidence we have in any corporation in whose stocks we invest is due to the personality of the men on the directorate. Any proposition presented to you is gauged by the personality of the man or the men presenting the same. Personality is the most intangible, and at the same time the most real and potent factor in human relationship.

Upon what does personality depend? I answer upon character and health. I use these terms in a specific sense. By character I mean that central magnetic force of true manhood and real womanhood born of a combination of the positive qualities and faculties, mental, moral, spiritual and physical, the natural product of which is the power to influence.

You will note that character is defined as a force. You will also note that it springs from a development of the positive qualities. And you will note that the natural product of the development of that force is the power to influence others.

And now what do we mean by "health"? Our definition of health is as follows: "Health is that harmonious condition of the triune man which enables the physical organs to perform their functions properly and which promotes the development of the positive qualities, mental, moral, spiritual and physical, to a marked degree and promotes a persuasive personality."

Health may be said to be the character of the body, as character is the health of the soul. All these in turn rest upon the bedrock of true education.

Education we define as a twofold process, first, an eductive, or drawing out process; secondly and instructive or infilling process. The chief object of education is not to fill the man with other men's thoughts, but to enlarge the individual. Its office is to call forth power of every kind; power of thought, of affection and will; power to observe, to reason and judge; power to contrive to govern ourselves and influence others.

If, then, permanent and increasing success in modern business building depends upon education in the true sense of the term, the question now is, what should be included in the education of a candidate for permanent and increasing success in modern business? What faculties and qualities should be seek to educt—draw out—and what useful knowledge should he fill in? I answer, first, he should be taught the science of character building or the development of the mental and spiritual elements in our make-up.

We find that every positive quality has its corresponding negative, that every negative quality has its corresponding positive. And let us always bear carefully in mind the fact that salesmanship in the abstract is the power to influence others, and let us remember that that power to influence others

is born of the development of the positive qualities, not the negative. The positive stands for something, it represents force and power. The negative represents an absence of something—nothing. The development of the positive represents power. The development of the negative represents a hindrance to power.

We are here confronted with a tremendous fact, a fact fraught with vital burning interest to every individual, and it is this: That every normal individual possesses the vein of the positive qualities, and all of them. Please do not misunderstand me. The positive may be in a very obscure state of development, it may be covered deeply with the negative. Some of the positives may be developed to a marked degree. In some cases some of the positives and some of the negatives may be about equally developed. The strong man is the one with many of the positive qualities developed and those to a marked degree. The truth of the statement that every normal individual possesses the vein of each of the positive qualities will be plain to you when you consider the fact that you never yet met a man so unreasonable that he did not have flashes of reason. You never met such a fearful or cowardly man that he did not have flashes of courage. You never met such a hateful man that he did not have flashes of love. You never met such an obtuse man that he did not have flashes of intuition. And so it goes through the whole category of faculties, mental, moral, spiritual and physical. A clear comprehension of this truth that every normal individual possesses the vein of all the positive qualities is of vital importance to all of us. It enables us and our employers to work with faith in the matter of self-development.

I might employ right here, for the sake of illustration, the figure of the fruit. Let us compare the negative qualities to the unripened fruit, the positive qualities to the ripened fruit. In final analysis they are the same. It is but a question of degree of ripeness. The God of nature intended all of the latent qualities and faculties in man to mature into the ripened, the valuable, the marketable fruits, the fruits of real character. But many persist in permitting their faculties and qualities to remain in the shade—in the cellar, in the darkness and dampness of habits of life and habits of thought and habits of living, in intemperance, in eating and drinking, and intemperance in thinking, to such an extent that the fruits of those inherent qualities and faculties which God has given to us all, never have a chance to ripen. Thousands upon thousands are their own worst enemies. In the dampness and the darkness of negative conditions the fruit often not only cannot ripen, but in all too many cases it becomes dwarfed and withered and even rotten. I have known in the course of my experience, men who whined at their lack of luck—at their "hard luck," about "fate being against them," and all this and that and the other, when the simple but stern truth was that they were living in the darkenss of negative conditions. They would not permit the light of truth to shine in upon their mind and soul. In their failures they were simply paying the penalty of violation of the natural laws of success, and they deserved the punishment of the misery incident to the violation of these laws.

This matter of success is not a matter of luck or chance—and here I refer, of course, to great and lasting success. It is governed by laws eternal and immutable. To work in harmony with these laws means success, to violate them means to pay the penalty of failure.

When scientific horticulture can make a white blackberry, a fadeless rose, a thornless cactus on what had been a barren desert, and can make a pear tree produce two crops of pears in a year instead of one, it is high time to call a halt upon people drifting listlessly down the stream of life, taking themselves as God made them, letting it go at that, not seeking by any conscious effort to cultivate, develop, educt—draw out—the talent in the form of natural faculties and qualities which God has given to every normal individual.

There is a great difference in the natural ability of men and women. We do not all come into the world with equal ability by any manner of means but there is less difference in the question of natural or inherited ability than there is in the application and effort to train and develop natural powers.

As a matter of fact, every normal individual is a bundle of wonderful possibilities. He is all right, if he will just bring out the Almighty All-rightness.

The difficulty is in the seeming indifference—lack of desire—and when we come to analyze this, we find, in many cases, that it is due to a hopelessness akin to despair. The individual has not stopped to analyze self and find that every normal individual possesses the germ, we might say, root,—of each of the positive faculties and qualities from which, when developed, springs power.

The athlete going into a contest makes it his business to strengthen and develop the qualities of strength, activity and endurance upon which his success depends through scientific training.

The candidate for success in the business world goes into a battle every day. He needs to be in constant training. It is becoming more and more an age of the survival of the fittest and only the truly fit can or will survive. There are two classes of people, one live and the other exists. And those who live must be fit and be willing to pay the price of effort necessary to fitness.

It is well to remember that Luther Burbank does not create those tendencies in plant life with which he now astonishes the world, but he finds them lying latent and furnishes them with opportunities for development. What he does is simply to bestir in some way the fixed habits of a plant, surrounding it with new conditions, thus guiding the life forces into new channels.

If Luther Burbank can develop the latent tendencies of a plant and transform its life, what cannot you and I do with the latent faculties and qualities of our bodies, minds and souls? The greatest athletes the world has ever known were born weaklings; the greatest orators the world has ever known were stammerers in early life; the greatest thinkers the world has ever known were called stupid in boyhood and the greatest industrial leaders the world has ever known were handicapped in early life by poverty and poor education.

No man need to despair because he failed to secure a collegiate training in his youth. Some of the most successful men of the age never saw the inside of a college hall until they looked over some college they had endowed with their millions, but they were, nevertheless, the educated men in the truest sense of the word. They became masters of every faculty and quality of their being, mental, moral and physical. They mastered the fundamentals of their business; they dug down to the root of things and harnessed their knowledge to life and their life to knowledge; they wrested victory from defeat and success from failure; they received their diploma from that greatest university in all the world, the university of hard knocks. What other men have accomplished is only a promise of what we all may do.

What does this mean to us? It means that we are to get busy. We are to develop ourselves, to draw out and train to their highest efficiency the business getting qualities latent in us all.

I am here to say that it is just as possible to strengthen all the faculties of the mind and soul by a proper system of exercise as it is to develop the muscles of the arm by exercise. Nature is too good an economist to allow us to keep any faculty or function which we do not employ. We can have just what we use and that will constantly increase; everything else will be gradually taken away from us.

Let us now briefly consider several faculties which are valuable in business getting and business building. From the standpoint of objective mentality, we name four. First, intelligence, second, imagination, third, memory, fourth, will.

We find when we analyze intelligence that it is built up through a threefold process; first, apprehension or perception, that is, through knowledge which we perceive, through the five physical senses, seeing, hearing, feeling, tasting and smelling, and the point to remember is that every one of these senses can be trained and developed to a higher degree of proficiency, if we really try.

The second process of intelligence is judgment, which is nothing more than the comparing of two ideas. Employers often complain of the poor judgment of employes, but judgment can never be developed save as we first train the powers of perception.

The third process of intelligence is reason, which is the comparing of the two judgments to the end of arriving at a third judgment. While this may seem to be a piece of mental soil almost barren of ideas for the business men, yet if we irrigate, cultivate and fertilize it through the eductive and instructive processes of education, we shall be astonished at the crop of ideas we may raise.

The second faculty of mentality is imagination. The electric lights that illumine so brilliantly once existed only in the imagination of man. Some one imagined that electricity could be converted into light in this manner. He worked it out, through careful labor, and then his idea, no longer an imaginative thing, became a reality and of great commercial value to the world.

Our scientists are really our men of greatest imagination. Imagination is the power to reproduce, ideally, impressions

stored away in the great subjective storehouse. It is the power to call up a past impression and go it one better, improve upon it. That which impressed me at our great Exposition was not so much the winding lagoons or the towering columns as the thought of the mind of man that was able to construct that wonderful dream in his brain before a nail was driven or a boat was forged. Herbert Spencer tells us that the imaginative faculty is the most valuable of the human mind. It is certainly most practical in the work of modern business getting and business building. The employee, no matter how humble or how great; indeed the employer who goes along from day to day, simply doing his duty with no power of imagination, the power to do things without being told, who is just a treadmill man, who, never having known what the imaginative faculty is or how to use it, has never developed it, is never a progressive man, neither will become very valuable to himself or anybody else. In doing his work, he should imagine how it can be done better than it is being done today. Then through intelligent effort, work out his theory, thus converting the imaginative into the real. Of course, imagination must always be properly balanced by reason and judgment. It is, moreover, a great generator of enthusiasm and initiative, two of the most valuable faculties of the progressive business builder.

The great difference between the Chinese and the hustling American is in the power of initiative. The chinaman will reproduce any piece of machinery to the minutest detailed imitation, but he lacks the power of initiating new ideas.

The third mental factulty which the business builder should cultivate and develop is that of remembrance, the faculty, which, when developed, gives the good memory. The remembrance of facts, names, dates and figures is an important commercial asset. It may mean the difference between success and failure. When we master the law of concentration and utilize the law of association of ideas as an aid to concentration, there is no reason why we should not improve our faculty of remembrance—our ability to remember things.

The fourth objective mental faculty which I would mention as a business getting and business building asset is will—the lord and master of the whole mental tribe and kingdom. And what is will? It is nothing more nor less than the power of choice and action. We all have more or less will power. Why not consciously, intelligently, scientifically train and develop that particular mental faculty?

It is a mighty factor in the success of man. It is the man who thinks intelligently and acts, rather than the dawdlers who are always thinking a thing is all right and feeling a thing is all right, but never acting, who gets there with both feet and stays there when he gets there. What we want all along the line of business institutions, from the president to the office boy, are men and women with the power of intelligent choice and action developed to a marked degree—men and women who do it now and do it right.

Let us now consider briefly a few of the basic faculities of the subjective or the soul side of man, which are good commercial assets in business getting and business building. We will mention four; First, faith; second, ambition; third, love, and fourth, reverence.

The term subjective mentality is synonymous with the word sensibilities. It is that part of our mental life with which we feel in distinction from that with which we think, imagine, remember and act. We feel emotions of faith, loyalty and courage; we do not think those things.

First of the quartet which I mentioned is faith. Its negative is doubt. Doubt has killed more successes in the business world than the armies of the world have killed men. The business getter and business builder must be a man of faith. It must be intelligent faith, faith born of knowledge, ripened into realization. It must be properly balanced by reason and judgment, but we must have faith. It is one of the great spiritual laws of success.

Faith from a commercial standpoint—the kind of faith that counts in business getting and business building—I would define as that soul-quality of certainty, born of knowledge, ripened into realization. If we would have faith, then, we must know. We must have knowledge and that knowledge must be so thoroughly seasoned as to have ripened into wisdom. We must not only know things, but realize their truth and having gone thus far, we must act.

The next soul quality I mentioned is ambition, which, to be of commercial value, must be laudable and reasonable. It must be the real thing.

The third subjective or soul quality I mentioned is love, in a sense of brotherly kindness, a conception of the reality of the brotherhood of man. When once the business world awakens to the fact that love is the basic law of the universe, its relation to life and business operations will be seen to be more practical than it is now supposed to be.

The fourth soul faculty which I mentioned as a commercial asset in business getting and business building is reverence. I am not talking from the standpoint of religion, but from the standpoint of commercialism. The true side of reverence is a great commercial asset. I refer not alone to reverence for the Infinite, but reverence for ideals, reverence for greater men who have gone before, striving to become more and more like them.

There is a dawning and uplifting element in true reverence, which is wonderfully conducive to progress. The average young man or woman is apt to be afflicted with the disease of "knowitallitis," which is as dangerous from the standpoint of success as appendicitis is to the body. It sometimes takes very severe operations to cure the difficulty. Truly, "a little knowledge is a dangerous thing," and verily there is a vast difference between knowledge and wisdom. "Knowledge is proud that he has learned so much; wisdom is humble that he knows no more."

Those who are proud that they have learned so much, having a little knowledge, but no wisdom, soon permit the disease of "knowitallitis" to ripen into mental ossification, which is a most dangerous disease.

The human mind, to be truly progressive and eductive, must be a mental sponge, ready to receive and absorb the waters of knowledge from whatever direction they may flow.

From the instructive viewpoint, a business builder's training contemplates the impartation of useful knowledge. There are four factors in every business transaction; the salesman, the customer, the article to be sold and the sales transaction itself, and there are branches of knowledge pertaining to each of these factors, which it is well for the business man to have in mind.

First, he should be a student of human nature. The most valuable asset a business man can have, apart from sterling character, is a deep knowledge of human nature. The ability to size up men. Much of this, of course, can be learned in the school of experience, but the wise man will not neglect the scientific research of the age on this important subject.

There is a whole world of suggestion in the different types of men one meets; their mental activities as betrayed by their attitudes, their eyes and voices, their business motives and ideals as indicated by their conversation and dealings.

Some of the more prominent types we are all acquainted with: Here is the abstract thinker, the man with a bulging forehead. We all know that the only way to appeal to that man is through his intellect, by argument and reason. He wants facts, facts, facts, and he wants them stated lucidly, pointedly. There is still another type of the bulging forehead, but the development is more prominent right over the eyes. He is the looker. You must show him to appeal to him, that is, he must clearly understand what he sees objectively. He is the man on whom you will need to use the pencil, he wants to see the figures, your goods, your proposition. There is still another type, the man whose head bulges back of his ears. We all know him by instinct. He is the hale fellow well met, the social type, the man who enjoys a good story and a good time. The biggest part of that man is his heart. He has a brain and good judgment, but the way to his brain and judgment is through the door of his heart. The point to be noted is that there are two channels to the human will.

Our object as salesmen, whether personal salesmen or through the literary method—advertising—is to reach and influence the will of the one to whom we are seeking to make a sale. It does not take salesmen or salesmanship to sell goods to those who already want the goods. We must influence the will of the buyer. We must create desire where desire did not exist, if we make large sales. It is therefore important that we understand the different channels to the human will. We find in psychology that there are two channels to the human will: First, through the intellect; second, through the emotions. We might express the same thought in other words by saying that one is through an appeal to the objective and the other through an appeal to the subjective mind.

The trouble with many salesmen is that they pound away at the head all the time and forget the solar plexus of the heart. They forget that men have hearts as well as heads. It is all right to appeal to the reason and judgment, and to influence the objective mind through such appeal and through the avenues of the five physical senses, but it is a big mistake to stop there.

The subjective mind is the dwelling place of the emotions and the finer spiritual, mental and moral faculties and qualities of the individual to whom we are talking.

Let us also remember this fact, which here, you will perceive, ripens into one of vast importance: That the subjective mind is amenable to suggestion. In other words, it is the part of man, the part of the customer, which is the most easily influenced by suggestion.

Care, great care must be exercised not to go to extremes in this. Reason and judgment—the objective mind—is, after all and at all times, the controlling force, the governing power or governing board of the minds of able men. We must see to it that at all times our arguments are logical, that they are reasonable, that they are truthful, that they are in accordance with right and justice, then they will appeal to this governing board—the objective mind. But the man who stops there, and who is ignorant of or forgets the existence of the subjective side of the customer's mind will never become a truly great salesman.

I know you will agree with me that no one in the world needs to be more proficient in character reading than does the salesman, and yet there are but very few who pay any special attention to the development of their ability in that direction. We are all agreed, I know, that character reading rests very largely with the faculty of intuition, that finer cause which tells us what to do and how to do it. One of the great mistakes, which is all too prevalent, is the erroneous opinion entertained by very many that this intuitional faculty is a God-given or nature-given gift possessed by some and denied by others, and that if one does not possess it, he can never acquire it. This is all wrong. Psychology makes it plain to us that the intuitional faculty is merely one of the faculties of the sub-conscious mind. It is independent of reason and judgment. And how often have we found it true that the silent voice of intuition, which oftentimes our reason and judgment have pushed aside, was really correct in the judgment of men.

The commercial value of the faculty of intuition is almost beyond estimation. The question is: How can we develop it? Personally, I believe this to be a law of nature:

The intuitional faculty develops in direct proportion to the degree of development of the positive qualities in general—mental. moral, spiritual and physical

Within every human soul is a spring of intuition. It may be covered up by the mud and the crust and the slime of negative habits of life, negative faculties and qualities in general. Remove the debris of the negative and the spring of intuition becomes a flowing well. A realization of this fact brings home to us with tremendous force the commercial value of a development of the positive qualities. Aside from any question of ethics, morals, or religion, CHARACTER COUNTS.

And again from the instructive process of education let us see to it that we become better and better logicians. Whether he has ever studied logic or not, every good advertisement writer is a logician and every really good personal salesman is a logician. There are born logicians and made logicians. It is a faculty which can be cultivated and developed. In business a little logic is worth a lot of talk. It is through logic that we learn of analysis and synthesis, both of which are very practical in business getting and business building. It is through analysis that we divide a thing into all of its parts. The salesman should have his goods so thoroughly analyzed that he knows all about them, and there is so much in knowing all about one's work.

Again there are many salesmen who do thoroughly analyze their goods, but who do not, through synthesis, logically present the points at which they arrived in the analysis.

It is one thing to know all about one's proposition, and it is quite another thing to logically present the points, no matter how good the points may be.

"Haphazard" has no place in scientific business getting or business building. True salesmanship is the power to persuade others to purchase at a profit that which is for sale, and logic enters most potently into the power of persuasion.

The advertisement writer should pay very careful attention to this particular feature, because of the value of space. The personal salesman does not need to be as careful or as sparing of words as must the salesman by the written method. The difference between the logical and illogical speaker or writer is just the difference between order and disorder, and order is one of nature's first laws. Great men and great institutions reflect nature's laws.

Again, we should know something of the modern science of psychology. The science that treats of the laws that govern the human mind. We all concede that the electrical engineer who neglects the study of electricity would be a very unwise man. It is the dynamo of his engine, the force which propels it, and the human mind is really the great dynamic of this human engine of ours.

How essential it is then that we, as engineers of this human engine, understand the basic laws that govern the mighty propelling force of human life and human thought. Take the law of tact. What a valuable asset it is. The man who knows what to say, when to say it and when to stop, is in possession of a gold mine. The trouble with most of us is, we talk a man into the acceptance of our proposition and then we talk him out of it. We make a sale and then we spoil it because we do not know when to stop and give the party a chance to accept our proposition.

Why is it that we pay some men $500.00 a year and others $5,000.00 a year? It is because the latter has some gray matter in his brain box and knows how to use it. It is stated that the average man is worth about $2.00 a day from his shoulders down. There is nothing so cheap in the world's market as muscle force pure and simple. The difference between $2.00 a day and $5,000. a year is what we pay for the head a man carries on his shoulders and for the brain force he manifests.

There is one simple fact in psychology that I must take time to mention, and that is the mental law of sale. A law as certain in its workings as is the law of gravitation in the physical world. The science of business building is in essence really the science of persuasion; that is, your purpose is to influence your customer to choice and action, not by a hypnotic process, for that would be highly unscientific from a business viewpoint.

I refer to intelligent persuasion, resulting in intelligent choice and action. I believe in the law of mutual benefit. I believe the interest of the buyer and seller are mutual in scientific business building, but there are plenty of people, for instance, who do not want to buy advertising space when it is really to their best interest to buy it. The same is true in every line. We have to persuade them. We have to influence the will, but whether we are seeking to capture Will through advertising, or by means of the spoken word, there are three outlying forts to capture, and the first one is Fortress Attention—the mental process of attention.

And with Fortress Attention captured, there is another which we will call Fortress Interest, a mental process distinct from attention, although it is really prolonged attention, for attention properly sustained will develop. Our would-be-customer must become interested if he ever buys.

And the next is desire. We must now capture Fortress Desire. The customer must desire that which is being offered for sale, and desire it more than he desires the money with which he will have to part in order to secure it. When desire becomes strong enough our mental Port Arthur—the choice and action—the human will—surrenders.

Thus it will be clearly seen that we have a mental law of sale and it is, attention properly sustained will ripen into interest; interest properly sustained will change into desire; and desire properly intensified will ripen into resolve to buy.

In conclusion, we must not forget some of the old fashioned laws that will never be out of date. I have spoken of confidence, personality, character and health, as well as the useful branches of knowledge, and these are all of value in proportion as they are energized by an intelligent use of the law of hustling—the law of work. Nothing can take the place of work. We say of some men that they rise from nothing, but upon that nothing they build a tremendous lot of hard work.

This world was not built for sluggards. Lazy men have no chance in this life, and I hardly think they will have much of a chance in the life to come. That man is ready for his coffin. He slouches along through life content with his own stupid self, too lazy to arouse himself to the task of being some one and doing something.

We call Edison a genius, but Edison tells us that genius is more a matter of perspiration than inspiration. That if he has any genius, it is the genius for hard work.

We must get up with determination and keep at it all day long, if we expect to go to bed with satisfaction.

By work I do not mean the work of a slave, but the work that is mixed with brain stuff and soul stuff; then work becomes a pleasure because we love whatever we put our brain and our soul into.

Then there is the law of thoroughness. Nothing is good

enough if it can be made better, and better is never good enough if it can be made best. The great danger is that we shall be content with a good average rather than the best.

I like that remark of the eastern manufacturer of hammers, whose wares have become famous for their worth. "You make a pretty good hammer," said a customer. "No sir, we do not, we make the best hammer that can be made."

There is thoroughness for you. There is everything in that word thoroughness—persistence, personality, interest, concentration, close application, honest work, success.

Then there is the law of perseverance, keeping everlastingly at it. Victory such as Napoleon's belongs to the most persevering; not a stupid perseverance, but a perseverance that has mapped out an intelligent campaign, and then like Grant, never knows when it is licked, but forges on and on to Richmond and Appomattox.

"Never despair" says Burke, "but if you do, work on in despair."

Finally, let me quote a little poem from Henry Austin, that contains a world of inspiration for any thoughtful man:

"Genius, that power which dazzles mortal eyes,
Is oft but perseverance in disguse.
Continuous effort, of itself, implies,
In spite of countless falls, the power to rise.
'Twixt failure and success the point's so fine,
Men sometimes know not when they touch the line.
Just when the pearl was waiting one more plunge,
How many a struggler has thrown up the sponge!"

NEWSPAPERS AND REFORM.

BY WILLIAM ALLEN WHITE, EDITOR, GAZETTE, EMPORIA, KANS.

THIS is a day of reform. Everybody is engaged in reforming some one else. The preachers are reforming the newspapers, the newspapers are reforming the politicians, the politicians are reforming the railroads, the railroads are reforming the tariff magnates, the tariff magnates are reforming Standard Oil, and Standard Oil is reforming the preachers—so the happy circle is completed, and when the bull-dog of reform finally does catch his tail and swallow it and turn himself inside out we shall have a fine country. Generally speaking, most reformers are carrying their reform as a side line. They make traveling expenses on it. It doesn't cost the preachers anything to reform the newspapers. In fact, the preachers get a good deal of top column next to reading matter space out of it that they would hardly get if they devoted themselves to the perseverance of the saints, and higher criticism. It doesn't cost the politicians anything to reform the railroads—not that any one knows of. The politicians keep right on riding on transportation from the law department of the railroads, while whooping it up for railroad reform, and it doesn't cost the railroad presidents anything to be for tariff reform, and what's more, it doesn't seem to hurt the tariff. If the railroad magnates were as serious about tariff reform as they are to see that the trusts get their rebates, there would be some tariff reform. And the beneficiaries of the tariff aren't losing much by reforming Standard Oil. Any one can reform Standard Oil. It is the punching bag in the National reformatory that we all try our muscle on. Standard Oil and its associates form a whole carnival of pleasure—one round of joy for the reformers. In one booth are the Rockefellers and Henry Rogers, and their friends, and it costs nothing to throw at these babies and every time you hit a baby in the Standard Oil booth you get a fine cigar; two babies two cigars, and three babies a subscription to *Everybody's Magazine*.

The only place in this bright and more or less beautiful world where reform takes the hair and the hide, and the tail thereunto appertaining, is in a newspaper office. It costs a newspaper to go into the reform business. If you tackle the beef trust, brother editors, you will hear from it when you make a contract for Vigoral, and the beef extracts. If you tackle the railroads, you will get a chance to see more scenery to the square mile when you travel than you have been used to observing. If you tackle the politicians they will start another paper which won't hurt you particularly except as it is a disgrace to the honorable profession in which you are shining. If you whack away at Standard Oil there is danger of losing you Mica Axle Grease and parafine candles advertising, and if you are for Sunday closing you are in danger of losing you tobacco and cigar and malt nutrine advertising. Yet you must reform something. The people demand reform. And if they don't get it they will stop the paper. After a long session of meditation and prayer the *Gazette* has come to the conclusion that the only safe thing to reform is the Russian navy. It needs the reform and the czar only gets our valuable papers through a clipping bureau, and if he should decide to blister the varnish off several clipping bureaus no one would care much. The thing for all true reformers to do, therefore, is to go after the czar. Did you notice that our beloved president—the most exalted trust buster, the reformerissimo has this week passed a few hot ones to the czar? That means that he is merely getting his breath, sparring for position in the big home fight. He knows it won't hurt the czar, who is always for peace anyway, and it will give the president a chance to get his wind in the Panama matter.

The president is a successful reformer. He has done many useful things, in a fine way. He has had the big national stage and has been under the limelight for fifteen years. He has won the championship belt for four years and has been in the heavyweight class for a long time. More than that he gets his gate money regularly whether he wins or loses. But sometimes when the telephone in the *Gazette* office is having a fit, and the man with a firm-set mouth, and a haughty air is in the business office stopping his paper, there comes a funny thought to the editorial mind: What do you suppose Roosevelt would do if he was running the Oyster Bay *Tribune;* would he go right after the gamblers and saloonkeepers and violators of the law, who lived in his town, would he print the item that showed how the local banker was gouging in his interest account, would he dare to go to the courthouse and get the personal property tax list and run it—or would he consider the larger good and take his typewriter in hand and blaze away at the practice of polygamy in Utah, the iniquity of the fruit trust in California or the violation of the game laws in Maine? It is one thing to be a president with fifty thousand dollars a year raining on the tin-roof whether you work or not, and quite another thing to be the editor of a country paper in a board sidewalk town, dependent upon retaining the good graces of the people for your board and keep. There is something inspiring in the sweetly solemn thought that you don't fear Saturday night, that gives a president a courage in busting the trusts, which a country editor knowing that the boys are tired of taking orders for their week's wages on the clothing store—someway doesn't feel. Roosevelt is a brave man, but if he was running a country paper, and found that the chairman of the printing committee in the council was getting a good many orders for pauper groceries in his store contrary to the letter of the statute—do you suppose the president would open up in the next week's paper and print all of the news? Grover Cleveland did a brave thing in sending the troops to Chicago, but if he had been running the Buzzard's Bay Weekly *World* do you suppose he would have had the nerve to jump on the druggist for illegal sales of liquor whose wife came over to sit up with the Cleveland children when they had the scarlet fever? Joe Cannon is supposed to be indifferent to public clamor, but if he was running a little country daily down in Illinois, and a lot of advertisers came to the office to tell him that they would order out their ads if he didn't stop printing the news about the smallpox and driving trade from town—what would he do? The eternal cheerfulness of President Roosevelt is remarked the world over. A man can afford to be cheerful who doesn't have to take anything out in trade and gets all his salary in cash. But supposing, after he had plugged away for twenty years making the best possible paper for Oyster Bay he should find out that a number of his neighbors and best friends were encouraging a young man to come down from New York and start a bright, snappy paper, and were telling this youngster that if some man would just come to Oyster Bay with a little enterprise he would have no trouble in running Roosevelt out of town in a year or so! Wouldn't that take the kinks out of his grin and make his face look like an aggravated case of before taking? He can preach the simple life and have pie for breakfast in his present high estate, but if he were running a country paper there would be five thousand considerate critics in Oyster Bay and vicinity who would read the files of his paper and paste things in the scrap-books and throw them up to him every time he changed his mind.

And now all this brings up the question: What are we

here for, and if so at how much a line? Here we are American editors grunting our collar buttons off on the lever that moves the world, with the old handle flying up every few days knocking out our teeth, taking fifty per cent of the legal rate for printing, while statesmen are taking a hundred and fifty per cent of their pay; here we are galloping up and down the earth carrying other people's burdens, bearing other people's sorrow, and taking our pay in due bills on St. Peter—and all for what? For the fun of getting the smell of news ink in our noses, for the joy of ripping open the familiar old exchanges, for the pleasure of making a three days' speech every ninety days at the note counter of the bank, for the delectation of getting complimentary tickets to church socials and for the sweet satisfaction of being too unpopular ever to be asked to act as pallbearers at funerals. It is a great business—this newspaper business. And reforming the world is a mighty happy diversion, and if Andrew Carnegie forgets us with his hero medals there is some comfort in knowing that as we turn to the right when we finally go up, we have our harp check paid for by the best line of free church advertising that ever has been printed in the world.

SOME PRINTING HOUSE ECONOMICS.

BY PRESIDENT-ELECT HON. JOHN DYMOND, "SUGAR PLANTER", NEW ORLEANS, LA.

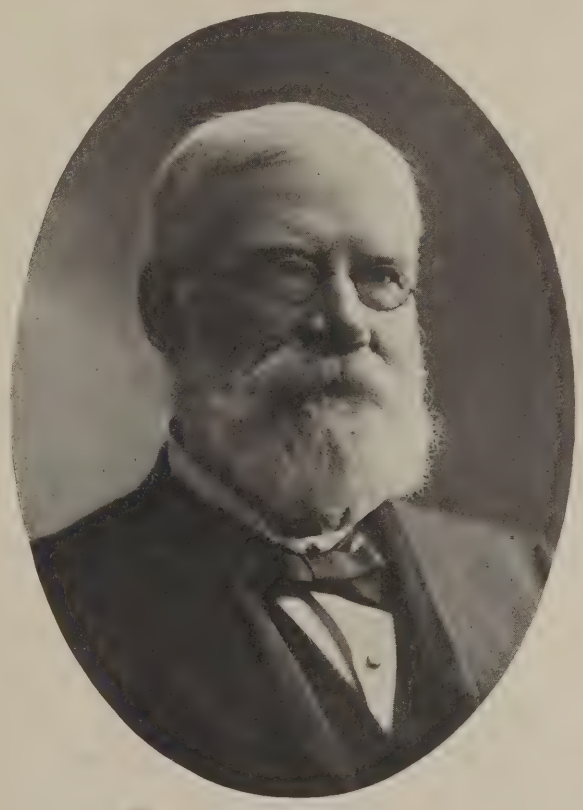
TO one who comes into the Art Preservative in later life, with no matter what literary, mechanical, commercial or scientific bent of mind, there comes, necessarily, under his observation the leading features of the new industry, resulting in a comparison of it with other lines of human activity in which he may have been previously familiar. The avenues of approach to this great business in which we are all engaged, are quite numerous, and while the orthodox way in the past has been that of Horace Greeley, to begin at the bottom of the ladder on the mechanical side of our industry, and to ascend to its highest pinnacle, step by step, there are other ways. In our great cities we now find many of our brightest newspaper men have risen from the reportorial ranks and started in the beginning as practically messenger boys to make some slight inquiry for the city editor of the journal with which they were identified, and as ability and general comprehensiveness became displayed, their sphere of action widened and finally these men became the editors of the journals with which they were identified, and yet, may have known not a single thing as to the mechanical side of a printing house, nor even the names of the type used, nor the cost of composition, the qualities of ink or of effective presswork and prompt newspaper delivery and generally effective circulation and the securing of subscriptions, of advertisements, of successful collections and prompt payments of all accruing bills, all of which features are essential to success. In other words, while the time has been when to be a successful newspaper man it was desirable to begin at the bottom of the ladder with an apprenticeship, leading up through the entire mechanical side of the industry, with final possibility of blossoming out on the intellectual, or business side, in full control, we now find that this great industry is specialized in its several departments and subspecialized into minor divisions, until we find that, as is sometimes said of the pin, it takes ten or twelve men to make a single pin, it now takes many men and many machines to make a newspaper.

THE TRUE ECONOMY.

The far reaching consideration then, that is demanded of a successful newspaper management, involves in the smaller business a sufficient knowledge, mechanical, commercial, literary and financial to cover the entire ground. And in the greater establishments, while the special horizon of those interested may be narrowed to the particular sphere in which they are engaged, there must be a broader and more comprehensive view of their own immediate functions, a greater ability and a greater intellectual comprehension to withstand the constant tides of improvement and competition that will overwhelm every laggard in this, as in every other line of human activity.

From all this we may judge that while printing house economics may include hiring all the boys at the smallest possible salaries, the purchase of supplies at the lowest possible figure, the rental of indifferent buildings in back streets, at low rates, the result in actual net gain may be less than where a more comprehensive policy is pursued, larger salaries paid to better employes, higher grades of supplies used, better buildings utilized, and a generally higher stand taken in the industrial and intellectual world. From this point of view, we may see that what would seem to a cursory observer as extravagant management, might, in the end, prove to be true economy, as bringing about, finally, by far, the most profitable results.

To take up the economics of the printer's art from this broad point of view, to show why it articulates into every phase of our lives and to suggest improvements in any, or many of those phases, is a far wider task than we can undertake here, and it would be better for us to drop the philosophic consideration of our industry and leave the young men and women who are engaged in it to seek in their own minds such inspiration as they may, to make all the efforts in their power for higher attainment. I shall restrict myself to some of the plainer phases of our industry, wherein the term Printing House Economics may seem to have an immediate or more direct application than in the wider view hereinbefore suggested.



PRESIDENT-ELECT HON. JOHN DYMOND.

HAND WORK NO MORE.

Within fifty years American industrial life has passesd from hand work and hand tools to more complex machine work and automatic tools. In no industry is this more evident than in the printing industry, and those of us who lag behind in the way of mechanical application, are simply losing time. For the purpose of driving machines in a small way, gasoline engines are frequently the most economical original motors, although where fuel supplies are sufficiently cheap, the prime generator may be steam apparatus. But with the procurement of sufficient motive power, there can now be no question but that each individual machine in a printing house should be driven by a separate motor. This is made practicable with our modern electrical apparatus, and in all the great cities an electrical supply can ordinarily be had at reasonably fair prices, and where this cannot be done, then the printing houses themselves should, with their original power, drive a dynamo, manufacture their own electricity and distribute this through individual motors to the various machines where power may be needed. The old method of long lines of shafting and connections with pulleys and belts has

had its day and is being discontinued in nearly every industry, the ready divisibility of electric power and the diminution of waste from not driving unnecessary lines of shafting affording now an economy that all familiar with the mechanical side of our industry are endeavoring to secure. All this will apply to the power consumed in the elevators in our printing houses, in driving our Mergenthalers, our presses and binding apparatus. No fireman is needed, no fuel, dust or smoke had, and the motive power of the establishment estimated in the conventional horse powers is secured by the turning of a button, the electric companies doing the rest.

There is a degree of enterprise, audacity, intellectual development and actual intelligence in the American people that is a surprise to the intelligent foreigner, who comes here examining our civilization and salient characteristics. In utilizing these peculiar qualities of our American nature we frequently surprise ourselves. It was but a generation ago that it was considered Utopian to dream of a railway across our continent, and only the military protection of our Pacific coast made the first railway practicable. Our government was concentrating its Indians from their various reservations in the older states, out in the Indian Territory and yet, today, we stand in the city of Guthrie, in the Territory of Oklahoma, recently a portion of the Indian Territory, in this beautiful city with its great buildings, its paved streets and the capital of one of the coming states of the Union, of which we shall all be proud when its star is added to those on our national flag. Nowhere along industrial lines are these peculiar qualities more evident than they are in the newspaper business. In this very city there are in operation now long lines of Mergenthaler machines, costing thousands of dollars each, presses of the best variety, editorial and reportorial skill of the highest order, engaged in turning out these splendid newspapers that have resulted in bringing this representative body of men from all quarters of our country here in convention. Truly, this Fourth Estate of ours in the splendor of its power, in its magnificent grasp upon the affairs of the country, in its capacity for the direction of the affairs of the nation and in general leadership, has today attained a far greater power in the direction of human affairs than those of older estates, the clergy, the nobility and the commons, that in modern minds have been thought to dominate the affairs of mankind.

SELF-INTEREST DRIVES THE WORLD.

Ever since men have been employed industrially the most effective display of effort is brought about by the somewhat repellent sentiment known as self-interest. And yet we know that it is self-interest that drives the world, and insofar as we can successfully utilize it in those whom we control we can secure higher and higher economic results. One would think that you could hardly estimate in hours or days of time the value of a great painting, and yet the world places its value on such by seeing in the work done the breadth of view, the touch of human sentiment, the intrinsic beauty, the care in detail, the homogeneity as a whole, the choice of the subject itself, and all these make up the artistic unit that the world values the most. Whistler's picture of his mother is one of the most beautiful, most admirable, most adorable creations of this kind, and we could hardly measure it by the hours consumed in its production. At the same time we find our great novelists produce books of so many thousands of words each for a given sum, and that some measure is put upon the work of practically every man. In our shops and factories with the automatic work of machines, it is found that the very best results from an economic point of view, are brought about in that way. In every printing house it would be desirable to develop piece work as far as is possible, without destroying the machinery or excellence of the work done. Some years back a friend of mine was engaged in the development of a great industrial enterprise and saw fit to send out many thousands of circulars. It was before the day of the various duplicating machines that are now used and in this immediate instance an employe was used to address envelopes. He was faithful, industrious and skillful, and entirely satisfactory to his employer, who commended the work he did. Still it was desired that more envelopes be addressed and another employe was sought. It occurred to the employer, however, to ask the young man engaged in this work whether or not he could increase his work to any extent taking his daily output as a measure of a day's work and to be paid for his extra work. The young man tried, and by utilizing every moment of time by endeavoring to do all that he could, or that his physical condition would permit, increased his work at once about 50 per cent, and finally doubled it. This is the history of human effort everywhere. Nearly every one of us can do double the work we do, if we are willing to make the sacrifices of time, devotion and energy therein necessary.

PIECE WORK PAYMENTS.

In a printing house it is usual to pay compositors in the standard work on the basis of whatever work they may do, and this is one of the chief expenses in all printing establishments and has resulted in a custom of payment of piece work, satisfactory alike to employe and employer. In the setting of advertisements, in the makeup of newspapers, in presswork, and in binding, piece work to the operatives is more difficult of arrangement, if not entirely impracticable. Compositors never made so much as now when they use Mergenthaler machines, and the work they do when the operators are skillful and the machines in good order, is always excellent. Again, the work is always new, new type are had for every job, and the machines generally give an adequate range of faces, and against this we know that ordinary type is quite a perishable commodity. There may be other successful typesetting machines, but thus far the Mergenthaler, or Linotype, seems to hold its place very successfully against all competitors, and practically all of the great printing establishments in this country use it.

The life of standard type is sometimes placed at 300,000 impressions. There may be some doubt about this durability, as we all know that they can be destroyed with a very few impressions in careless presswork. Electrotypes are presumed to be more durable than standard type, while Mergenthaler linotype slugs are estimated to stand 100,000 impressions at a maximum, averaging about 50,000 impressions, and of course, may be destroyed, or ruined with very few impressions. Stereotypes should have about the same durability as the linotype slugs. Therefore, it is manifest that in any large jobs of work, stereo or electrotypes should be used, and, of course, this is why all of our leading newspapers use them, the extent of their issues rapidly injuring ordinary type and the modern mechanism of web presses demanding stereocasts for their operation. In large jobs it is important to have two, three, four, or more, stereos or electros, so that the presswork can be done in larger sheets and with greater economy.

In the matter of job work composition and newspaper makeup, there have come in during recent years some very material improvements which, while expensive as to their total cost, will be found labor saving and profitable. All type should be cast upon the point system, with lining faces, and all rules, leads, slugs, furniture, etc., should be made to standard gauge, and the lead and rule cutter thrown out of business and locked up to prevent the destruction of these valuable materials, all arranged to gauge to obviate their cutting. By this point system there can be secured a delicacy and permanence of setting that is impossible where odds and ends are used to fill the spaces.

Discriminating advertisers should detect every blemish in their advertisements. Hence the necessity arises for maintaining the stock of advertising type in excellent condition. If ascenders and descenders are broken off, or other injuries occur, the effect of the display is injured and new type should be had.

In the matter of presswork, how few presses are first-class and how few socalled pressmen are thoroughly competent, and yet how much of the appearance of a newspaper depends upon the excellence of this development. A skillful pressman, by the proper manipulation of his cylinder will bring out handsome work, where a less skillful one would have his sheets too black and too light in places. Even a skillful pressman can hardly do much with ink of quality too low for the work in hand. In some large cities the daily journals use ink worth about 8 cents per pound. In the publications coming from our own printing house we use ink costing as a minimum 25 cents and from that up to $1.00 a pound, and on the *Louisiana Planter* we use ink costing 50 cents per pound. These data indicate a wide range of prices in this essential of printing and the necessity for a careful consideration of the work to be done in the purchase of the ink.

The paper problem presents the same difficulties, the competent pressman will do the best he can with the ink and paper in hand, and should not be blamed for imperfect work if the quality of either of these essentials is below the necessary standard for the work in hand. We believe that in New Orleans now we are turning out in common newspaper work and in high grade work as artistic, as effective and as generally excellent work as can be done anywhere in the world, with the same resources, and the details herein

given cover the general economic features of the work.

The cornerstone of modern newspaper work is the advertisement. It may seem a little strange, a little coarse, to load down a volume of poetry, a literary magazine, a weekly literary paper, or a daily metropolitan newspaper with advertisements. The first purpose of all these publications is to convey to the reader the ideas involved in the poems, in the magazine articles, in the weekly literary articles and in the daily newspaper articles, and yet the business world was quick to see that if their advertisements could be placed alongside of a readable article in a daily or weekly newspaper, or bound in with a monthly magazine, such advertisement would be particularly effective, and the world has availed itself of this until we now find that advertising has become the cornerstone of the periodical publication and without which support the whole business would practically sink into ineffectiveness and the entire literary world would have to be reorganized. This being the case every newspaper man should consider this corner stone of his business and endeavor to develop it to its greatest possible extent. Advertising is an art, and in many cases, a very high art. As Herbert Spencer has so well said, style in language should sacrifice all other qualities to that of conveying to the listeners or reader the ideas involved with the least possible friction. So it is in advertising. Advertisements should be effective. To be effective as a rule, they should be handsome. As we all know, the average advertiser is not well versed in the finer elements of this business and there is growing up a class of professional advertising writers who are striving to attain such proficiency in their business as to create a demand for their services. Thus far the composition of the advertisement has depended for the text upon the advertiser, and upon the printer for its artistic setting. This setting of advertisements is really a high art and the foreman of a printing house, upon whom the responsibility devolves for these settings, can't well be paid other than a weekly salary and that dependent upon his admitted ability. Many printers make the mistake of buying a multitude of faces of display, in small fonts in order to have a variety. Experience indicates that fewer, large fonts of well selected faces, will give better results from both the artistic and generally effective points of view. Floor space, cases and labor are all saved and the general results are more satisfactory than otherwise.

I might say, in conclusion, that few people in the industrial world have any idea of how close a business the printing business is. It is generally imagined that the margins of profit are very wide, that the men engaged in the work are not ordinarily very good business men, and yet, if these parties will go into the printing business they will find that it is as difficult to run a successful printing business as it is to keep a successful hotel, to run a steamboat profitably, or to make money out of agriculture.

LIBEL AND PRIVILEGE.

BY D. M. BUTLER, LEGAL NEWS, LINCOLN, NEB.

THE prospective libel suit we have always with us. No publisher of a general newspaper can feel that he is at all times exempt, it matters not how much of an effort may be made in the direction of accurate statement or fair and reasonable comment. I recall the fact that even a publisher of a legal newspaper edited by lawyers may be made a defendant and that too when the plaintiff has a good cause of action. In this particular case the editor had stated that a certain firm or corporation in St. Louis had gone into bankruptcy, when he should have stated that said corporation as creditor had forced another firm into bankruptcy.

The question then remains, and it is one of perennial interest and importance, how shall we lessen our risks and liabilities in this direction? There may be two or three things to do, some of which can be done individually, but some of which must be done by the publishers collectively. The one is to use the greatest possible care, at least as much care as is consistent with the production of a newspaper which is readable, forcible and independent in its editorial department; others, by legislation enlarging the liberties of the press growing out of the various occasions upon which statements and criticisms may be published, and making some things certain which in some jurisdictions may be deemed uncertain then require every editor and reporter to have a good working knowledge of libel and privilege.

I don't take the ground as do some writers that the law is all against the editor, or that the law is uncertain or cloudy or difficult for the editor to understand or classify. This may be true in some instances as we shall see but I believe that in most cases the editor can acquire a good working knowledge of the subject thereby enabling him to better appreciate the difficulties and feasibility and importance of securing practical legislation. An understanding of libel and privilege has a larger and broader value than that which may simply grow out of a desire to avoid litigation and what may be saved to the publisher by avoiding a libel suit.

Law is the perfection of human reason. A study of legal principles has a tendency to enlarge the much needed judicial temperament which should characterize the work of every editor and local writer. A leader of thought can better pursue his labors if there is some evidence in his work of the writer at some period in his life having taken a course in applied logic.

There has been a tendency at times on the part of publishers to complain under the claim that the law is all against them—a tendency to find fault on account of certain liabilities which they believe should not exist. Sometimes it amounts to almost a claim of special privilege on account of the public character of the work at hand. All these expressions, be they pro or con, have very little to do with the law. Such expressions being mere matters of opinion in which publishers are quite well united on the one hand, and people of other classes taking to some extent an opposite view.

D. M. BUTLER.

The law of libel to a large extent is, of recent growth, and in some respects is a separate branch of the law. This is true with respect to the interpretation of the questions of privilege which grow out of the various occasions under which libelous statements are published as well to the question as to what is reasonable and fair criticism. One writer has been known to state that there is no branch of the law which is so difficult to reduce to exact principles as the

requisites of libel. But students of the law have been compelled to recognize the fact that insofar as general common law principles have been applied they have been made to find their proper place the same in libel as in other classes of torts as well as in contracts and remedies.

LIBELOUS LANGUAGE.

For instance we have two well known legal maxims, the one *deminimus non curat lex,* which means that the law takes no notice of trifles. This is applied to contracts as well as torts. The other *damnum absqua injuria,* which means a damage without injury, or more liberally construed, a wrong for which there is no legal remedy. These maxims I believe to have been conscientiously applied to the question of libel, and in this branch of the law it is observed that it has been applied more frequently than it has in all other branches, notwithstanding the comparative infrequency of libel litigation.

For instance as applied to a remedy growing out of contractual relations, a court once held that an error of $7.50 in an equitable proceeding, when the amount involved was many thousands of dollars was considered too small for the court to take notice of the error, and the decree should be allowed to stand. As applied to torts it was once held not to be actionable when the proof showed that the defendant had passed over the plaintiff's lawn, with a loaded wagon; this may have been very annoying to the plaintiff, but the theory of the law is that there is no cause of action on account of the personal feelings of the person injured. As applied to the question of what is and what is not libelous it has been frequently applied, the cause of action being based entirely upon the question of the opinion of the public or those reading the article providing the statements are believed to be true.

There is no information so far as known as to whether it would be libelous to state that a man was a negro or nigger, if the circulation of the statement was confined to the northern states. We must admit, however, that there is more or less prejudice in that section against the race. This is true even in the western capital which takes the name of the Great Emancipator. The question however, has been settled by courts of southern jurisdiction.

About three years ago a correspondent at Baton Rouge, La., sent to the New Orleans *Times-Democrat* a news item in which was given an account of a temperance meeting held at that southern capital. The correspondent attempted to be complimentary, and among other things stated that the Rev. Thomas J. Upton who spoke at the meeting was a cultured gentleman, and his arguments in favor of the election were eloquently presented. In the course of transmission the word "cultured" was changed to "colored," and following the rule of the office the word was changed to negro, and the report appeared in the newspaper in that form. Notwithstanding a retraction and explanation in which the newspaper stated that the Rev. Upton was of the purest Caucasian blood, a jury at the trial returned a verdict of fifty dollars against the publisher, and this judgment was affirmed by the higher court. It is well to call your attention to some language used by the judge who wrote the opinion for the court: He said "The words complained of were provoking in an extreme degree. Inserted as they were in one of the daily papers, it was enough to arouse the most profound indignation of the most patient man."

Applying the principle announced, a libel has been defined to be a publication of any statement which would cause right thinking people to hold an evil opinion of one. This, of course, is applied only to the most common forms of libel, and it enables us somewhat accurately to draw the line. Courts have at times been accused of being somewhat partial to the profession. For instance, it has been held not to be libelous *per se* to publish a statement that a person had made a contract under an assumed name, unless accompanied by a statement that such contract was made with some dishonest purpose. It has also been held not libelous to state that a party had taken advantage of the statute of limitations or any other legal right which either the common or statute law allows. The principle is further illustrated by a case in which a libel is written and sent to the person who is charged with the wrong doing. There is no publication unless the libel is seen by others. There is probably a publication, however, if the libel is dictated to a stenographer or sent to the printer, or is seen by the pressman, or even though the issue of the paper containing it is entirely suppressed. This is on the theory that there is no cause of action on account of the annoyance to the individual. We must remember, however, that the measure of damages is guaged by the degree of publicity.

Following the principle still further it would not be libelous to misstate one's occupation if a lawful one, or his religious belief, or nationality. The law, however, is flexible and the whole scope of the publication ought to be taken into consideration. It would probably not be libelous in some communities to state that a named person was reputed by her neighbors to be a witch, for at the dawn of the twentieth century this might be regarded as a trivial matter, but where the statement was published in a community where the people believed in witches it would cause the party to be shunned and avoided by society, and the plaintiff was allowed to recover.

CITES A CASE.

A variety troupe which became stranded at Albany, N. Y., was quartered at the Columbia Hotel in that city. The morning *Journal,* published at Albany in commenting on the impecunious condition of the troupe pictured at some length their condition incident to their inability to pay for their board and lodging. After giving the names of the different members of the troupe, the principal allusion to the landlord of the Columbia in connection with the case was the statement that they were at the hotel without money to pay their bills; that the landlord refused to furnish food and lodging to them without pay; that the three-year-old daughter of one of the performers who had no money got no food in the diningroom, where she cried piteously for it, and that the baggage of some of the members was retained for their bills.

In an action by the landlord against the Morning Journal Co., the supreme court of New York decided that the language was not libelous. The judge who wrote the opinion for the court said, that a "hotel keeper has the legal right to hold the baggage of guests for the non-payment of their bills, and it is a matter of common knowledge that the right is frequently exercised, nor is it libelous to state that he refused food to guests who have no money to pay for it. This is as much his privilege as it is the privilege of the grocer to refuse to sell bread to those who have no money to pay for it."

Inasmuch as language is not actionable on account of the personal feelings of the individual this dicta is subject to some criticism by those who are keeping strictly within the meaning of the law. In order to fully justify himself the judge should have said "The language was damaging to the highest degree. The statement if believed to be true would cause the plaintiff to be shunned and avoided by society in every community in which the newspaper circulated, or which would otherwise through the publication be reached either directly or indirectly."

As an illustration of the difficulties which at times arise in reducing the subject of libel to exact principles, we shall now consider three or four cases, withholding our judgment as to the libelous character until all the evidence is in. Considering the fact that courts are at times controlled by the style and scope of the publication as a whole, we may be in some case at a loss to know just where to draw the line.

The Detroit *Journal* once published an article which with the headlines was substantially as follows:

"JOKE ON STYSKAL."

"BOUGHT A STOLEN WATCH TO HELP A PRISONER."

The article in effect, stated that the jailer accepted a gold watch from a prisoner as security for five dollars advanced to pay the prisoner's fine, and that the owner of the watch which proved to have been stolen a few days later identified it. The language was decided by the supreme court of Michigan not to be libelous, the court saying that it charged no criminal or immoral conduct, and that the language taken in its strongest sense conveyed the idea that the prisoner was willing to part with the watch to pay his fine, and that Styskal took it to enable him to do so.

As companion pieces to these cases are herewith presented for your serious consideration, two New York cases. The first is that of Martin vs. New York Press, and reported in 87 N. Y. Supp. The decision was to the effect that it was not libelous to misstate one's financial condition, but when such statement is made with newspaper coloring, the article as a whole is libelous *per se.* The newspaper had published the following:

CANNOT MAKE A LIVING.—Old Oxford Professor and Family in Sad Straits.—That the battle for existence is not made by brains alone is illustrated by the sad plight of Prof. Alfred Nolan Martin, at Richmond Park, Staten Island. A man of extraordinary attainments in classical learning, and once a professor at Oxford, he is now in sad straits

because his education hampers him in earning a living. He is living with his wife and two small children in a house which has not a single window or door enclosed. He is too poor to furnish his dwelling, and too proud to ask aid. His neighbors say he is starving * * *."

This case follows others, the most notable of which resulted from a publication in the New York *Sunday Mercury* in 1867. Eliminating much of the recital, the following is quoted from the article:

"In this garret or attic live, or at least breathe, two females, the one a very nice old person, evidently by birth and education if not by present position, a lady, the other younger but looking as old if not more elderly than her companion. On her face and tall and thin figure, care has done its work. Her large eyes are dilated with watching and the countenance is sallow with the weary load of anxiety and hope deferred. She is attired in brown muslin of the cheapest sort. Speaks but seldom and is entirely indifferent to society."

The article in question was many times the length of the portion quoted, and more or less in the same strain, winding up with what purported to be a history of the case, and the cause of the financial downfall of the parties, which was shown to be the neglect of a relative. The court held that although mere poverty is no crime and ought not to expose a person to ridicule, yet one may be so circumstanced, and the facts of his alleged misery be so put as to excite ridicule and nothing else; that in considering whether or not an article is libelous, it is not always necessary to consider the effect it may have on the general public but the effect it may have on the friends and neighbors of the person aimed at. The court said: "It comes to this, that the question of whether or not the matter is libelous so as to be actionable depends upon the style, scope, spirit and motive of every publication taken in its entirety."

The story of the refusal of the landlord to give food to guests in the diningroom because they had no money, could have been told in a few lines, as could also the story of the joke on Styskal, yet a full column was devoted to one and more than half of said space was taken for the other. The stories were both somewhat sensational, especially that portion which portrayed the children of the actors who cried piteously for food, yet in both these cases the courts declared the language not to be actionable.

The story of the poverty of the professor, as well as the impecunious condition of the females could have been told in a few lines, yet in both cases the language was declared to be actionable, and solely on account of the sensational character of the statements. On account of the apparent conflict of authority in these cases it may be difficult at times for the editor to know just where to draw the line when he desires to tell a story, with a degree of newspaper calumny. It may be safe enough, however, to picture with some degree of sensation providing yellow be not the color chosen in which to paint the scene.

RIGHT OF PRIVACY.

Very much germain and pertinent to the trend of discussion is the question of the right of privacy. If the law takes no notice of trifles, and there is no right of privacy, we as publishers are not subject to any sort of a censorship by those who desire personal matters suppressed, either through oversensitiveness or a feigned desire to be let alone. Courts have always held that the consent of the party was not required in order to publish matter not libelous *per se,* but some growing abuses have appeared which have caused much discussion and some litigation.

"If the courts should eventually decide that there is such a principle in law as a right of private censorship, it would seem to be difficult of application without depriving the newspaper of some of the liberties guaranteed by the constitution. The habit which some people may acquire of ordering certain matter suppressed or threaten suit in case of failure to obey, would soon place us under a much worse form of censorship than that which regulates and controls the Russian press."

There was no litigation on this question directly in point until in the year 1892, and even in this first case the question in which we are so much interested was not fairly presented to the court.

Mrs. Mary Hamilton Schuyler was in her life well known and conspicuous as a philanthropist. In 1892 some of the relatives attempted to prevent the exhibition at the Columbian exposition of a statue of Mrs. Schuyler which was intended to typify Woman as a Philanthropist, alongside and as a companion piece of a statue of Susan B. Anthony, which was intended to typify Woman as a Reformer. These relatives asserted that this proposed memorial was disagreeable and obnoxious to them because it would have been so to Mrs. Schuyler if living, and that it was annoying to have her name associated with principles which Miss Anthony professed and Mrs. Schuyler did not approve. The courts of original and intermediate jurisdiction granted the relief prayed for, the theory of the law as advocated by a writer in the Harvard *Law Review* being advanced by the courts in justification, and this was the only authority presented. The court of last resort, however, dismissed the complaint, stating that the surviving relatives of Mrs. Schuyler did not represent any right of privacy which she possessed in her life time, and that if she had any right in that regard, such rights had died with her. The court also was inclined to the opinion that the grievance was too trivial to cause any injury, which was equivalent to saying that it would not be an actionable wrong, even at the suit of Mrs. Schuyler, if living.

This decision was soon followed by another from the supreme court of Michigan, in which the widow of the late Colonel Anderson sought to restrain a manufacturer of cigars from using the name and portrait of her husband to designate a brand of cigars. The court said: "So long as such use does not amount to a libel we are of the opinion that the individual would be without remedy if he were alive and the same is true of the relatives and friends who survive."

The same question was soon afterwards to some extent considered by the federal court in a case in which the widow of Corliss, the inventor, sought to restrain the publication of a picture of her late husband. This case was ably contested on the question of the right to restrain a publication, and in the opinion of the court this phase of the question was considered at great length. The terms, liberty of the press and freedom of the press have frequently been defined to mean the right to publish without any previous license subject to the consequences of the law, or that courts of justice should not take any notice of writings intended for the press but should confine themselves to that which has already been written and published.

Although the main question was not raised until about two years ago, the principles and doctrines announced in the cases reviewed have been helpful and instructive.

FIRST REAL CONTEST.

It remained for a New York beauty a person in actual life, in full vigor of womanhood, to contest to the bitter end the real question of the right of privacy. The Rochester Folding Box Company presumed to publish without consent the portrait of Miss Robinson on a brand of their flour and labelled it "Flower of the family." The plaintiff in this case asked not only a money judgment but also an injunction restraining the use of her portrait. She claimed that she had been greatly humiliated by the scoffs and jeers of the persons who had recognized her features in the picture and that she had been made ill and put to some expense in employing a physician.

The petition made none of the averments of an action for libel which necessarily would have been a malicious and false publication and defamation of character and reputation. The relief sought was grounded entirely on the claim that the circulation of the picture was without her consent, constituting an evasion of her private rights, and on account of her own wounded feelings. The lower court held in favor of the plaintiff.

Considering the serious and prolonged consideration of this case by the court, its history and final adjudication with an exhaustively considered dissenting opinion, it would of necessity be a warning to publishers of newspapers in other jurisdictions. The question may be settled insofar as all New York courts are concerned, but one decision is not necessarily a precedent for courts of other states. Especially in cases in which principles are involved over which courts have so much judicial controversy.

In a recent case, and the opinion of the court was first officially published after the program for this meeting was announced, the supreme court of Georgia, had occasion to consider the question of the right of privacy at some length. The defendant, The New England Life Insurance Co., had printed in the Atlanta *Constitution,* two pictures, one of the plaintiff which would be readily recognized as such by his friends and acquaintances. It was placed by the side of another, that of a sickly looking person. The two pictures were as usual meant to point a moral and adorn a tale of the man who did, as well as the man who didn't. Below the two pictures were the words: "The two pictures tell their

own story." The plaintiff was quoted as saying "in my healthy and productive period of life, I bought insurance in the New England Mutual Life Insurance Company, and today my family is protected."

"The lower court held that the right of privacy did not exist, but the supreme court reversed the case, and stated that the conclusions and reasonings of the majority of the court in the case of Robinson vs. Folding Box Co. are criticised and disapproved, and the reasonings of Judge Gray in the dissenting opinion adopted and followed.

The court further held, that the plaintiff should be allowed to recover on account of the libelous character of the article, stating that a publication which imputes to one language which is known to those among whom he lives to contain statements which are false, is libelous, as such statements and accompanying picture would have a tendency to create the impressions among those who knew the facts, that the person whose picture is reproduced has told a willful falsehood, either gratuitously or for a consideration.

It is to be hoped that the courts of other states will interpret this decision more in the light of its libelous character than on account of the findings of the court on the question of the right of privacy. Based solely on the question of the libelous character of the article, this case has its analogy in the case of Squires vs. State from the court of Criminal Appeals of Texas, and reported in 1898.

Squires was a political and personal enemy of a candidate for some public office when he maliciously caused to be distributed a circular in which the candidate was quoted as stating that he believed in the principles of the party to whose members the circular was addressed, requesting its support and cautioning the parties who received the circular to treat the communication as a private one. The candidate had no knowledge of the circular and upon the trial of Squires for criminal libel, the court held that it was libelous *per se* to report one as secretly abnegating the principles of the party which he openly professed to espouse. The libel was in representing the candidate as living a lie, as telling a falsehood, or practicing base hypocracy, and not in simply misstating his political belief. Shall the courts follow this decision on account of the statements relative to the rights of privacy, there will be found in it some raw material for some legislative enactments.

SOME GENERAL PRINCIPLES.

Insofar as general principles of law are given force and effect, they have been applied to newspaper litigation the same as in cases involving other interests. This is true whether it has been a question of contract, tort or remedy. There is a rule of law that there can be no equity of contribution among wrongdoers. This rule is subject to the exception that the plaintiff was not in fault in rendering the action necessary. The rule is illustrated in a general way by the case of Bartel vs. Nutt, 29 U. S., 184. The court said: "Where public contractors attempt to commit a fraud on the government but being detected in the fraud the loss accrues to the contractor, the court refused to entertain a bill by one of the contractors to compel contribution to the loss. On the other hand where two creditors acting together attach and sell goods sold by their common debtor to a third person honestly believing that the sale is fraudulent, and a judgment was obtained against one of the attaching creditors for wrongful attachment, the creditor who had to pay the damage could recover from the other creditor. The distinction in the cases being on the question of wrongful intent.

The rule is illustrated by the case Atkins vs. Johnson, 43 Vt., 70. Atkins was the publisher of a newspaper, at Montpelier, Vt. One day he was visited by a *pro bono publico or a vox dei* who desired to insert an article reflecting upon the character of one Rev. Gregory. The article being libelous was rejected unless Johnson and others would sign a contract to indemnify against any loss occasioned by the publication of the libel. The agreement was drawn up and signed and the article was published. Gregory brought an action against the editor, and recovered a judgment for $1,000. Atkins then brought an action against Johnson and others who had agreed to indemnify, and found to his sorrow that he must bear the loss alone, as he was at fault and had full guilty knowledge of the wrong before he had committed it.

It is a well established principle of law that a principal is responsible for the acts of his agent, either for contract made or tort committed in the line of their usual employment. Who is there among us who has ever been known to find fault because the proprietor of a railroad train was not present when an accident occurred. As applied to newspapers this principle may be illustrated by the case of Hall vs. Dunn, reported in 1 Ind.

One day in the summer of 1843, Major John P. Dunn, a publisher of an Indiana newspaper left for New Orleans and was absent for some days. On the eve of his departure he told his foreman, that a correspondent would hand him an article for publication, and especially cautioned said foreman to strike out anything libelous or even objectionable, which might appear in the article. The article was handed in but the foreman evidently forgot his instructions, for some very serious and libelous charges appeared in the article as published. On his return Major Dunn was confronted with a libel suit, and a jury in the trial court returned a verdict for $500, and this judgment was sustained by the supreme court. But how about an action for indemnity in this case? Mr. Atkins could not recover from any one for he had full guilty knowledge of the whole affair and ordered its publication. On the other hand the Indiana editor did what he could to prevent the publication of the libelous portion of the article. Although so far as has been observed the question was not raised in this case, yet it would seem that the proprietor would have a right of action, either against his foreman or the correspondent for the amount which he was required to pay.

But the court of appeals held that as there was no libel there was no cause of action and the case was dismissed.

The right to punish for contempt has been based entirely upon the right of litigants to be heard without prejudice, and it was upon this theory that decisions were based for more than fifty years, with some leaning, however at times in favor of the courts which pronounced the decisions. It has been decided and probably settled that this right to punish for contempt is inherent in the court, and cannot be taken away by legislation.

Yet the old rule which applies in countries where a king or emperor is greater than a God, of *scandalum magnatum*, has never been fully recognized, at least until very recently. The process was always subject to some abuse owing to the fact that the party was not entitled to a jury, and must depend upon the justice of the judge before whom he was brought. There was always too much room for a display of hatred or vanity on the part of the judge pronouncing the sentence. You remember the judge who brought a lawyer before him on a charge of contempt of court and said:

"For your outrageous blasphemy against the name of Almighty God I fine you ten dollars, and for your contempt of this court I fine you fifty dollars, and you will either pay or go to jail."

Owing to the reason of the law there could be no contempt when the report was a fair one, based on proper evidence produced in court, nor could there be punishment administered for comment concerning cases not pending at the time of the circulation of the publication, and if by reason of the remoteness of the circulation from the jurisdiction of the court there was no probability of the same being seen by court or jury, there could be no contempt.

It remained, however, for courts sitting at the dawn of the twentieth century to revive the rule of scandalum magnatum, and this was done three years ago, when the supreme court of Missouri announced the doctrine that a contempt consisted of scandalizing the court itself, held not to relate to a pending suit.

It is necessary only to recite the main facts. The case of Oglesby vs. Missouri Pacific Railway Co. had been pending in the courts for many years, and after several trials it finally reached the supreme court where it was dismissed, placing the case beyond any apparent possibility of further litigation by any court, when the Warrensburg *Standard-Herald* of which J. M. Shepherd was editor, commented at length on the history of the case for which he was subsequently fined $500, which sum was promptly, contemptuously and indignantly raised and paid by the citizens of the place, even before the decision had thoroughly been published to the world. This proceding was severely criticised by all the law journals of the country. The able editor of the *American Law Review* suggested that the court had better let the incident drop by not attempting to give reasons for the decision. The advice however was not taken and the court attempted in an opinion of great length to justify itself, announcing the decayed doctrine of *scandalum magnatum* and begged the question by arguing again the merits of the court's decision of the case of Oglesby vs. Missouri

Pacific Railroad Company out of which the contempt proceedings arose.

This case could probably be dismissed without tears or bloodshed if it were not for the fact that it has been deemed an excuse for a precedent, and followed by the supreme court of Virginia in the case of Burdette vs. Commonwealth, 48 S. E. Rep., 878.

After disposing of a case in which a party had been convicted of selling liquor without a license, a card was published in the Nelson County *Times* in which a statement was made to the effect that the indictments were found under the influence of the judge, and that defendant had been compelled to compromise and charged the trial judge with vicious motives. No one doubts the right of the judge to an action for damages, in which the usual defense in an action by a public official would be submitted to a jury. But the judge brushed aside these little matters, fined the publisher for contempt, and the proceedings were sustained by the supreme court which announced the doctrine that notwithstanding the fact that the court had ordered an adjournment and directed a proclamation to that effect, the power to punish nevertheless existed, although the cause ended by entry of judgment and satisfaction thereof.

As law is the perfection of human reason, it is also said to be a progressive science, which means that its decrees are modified and announced to correspond with the spirit of the age and the progress of society; whether the most recent decision on the right of privacy is an instance of this scientific progression is a matter quite as much of private as of legal opinion. When new abuses arise, new questions are urged and new principles must of necessity be announced to meet the demand. The opinion, however, would seem to be unanimous that the latest decisions on the question of contempt are an illustration of the progress of the law backward. No doubt some publishers will agree with John Peter Zenger who said as early as 1735: "The people of this Province will think as matters now stand that their liberties and properties are precarious, as trials by jury are taken away when the court please * * * yet I hope for the future by the liberty of speaking through the hole in the door of the prison to entertain you with my weekly journal as formerly."

Notwithstanding some recent abuses on the part of the press and still more serious faults on the other hand by legislative bodies and courts, there is no doubt that the great body of the common law is founded on the best of reason, and the most enlightened justice. By a careful observance of equitable principles and a decent respect for human opinion, the press will no doubt grow in influence and public esteem.

WOMEN IN JOURNALISM.

BY MISS VIRGINIA C. CLAY, EDITOR OF THE HUNTSVILLE, (ALA.) WEEKLY DEMOCRAT.

Friend Editors of the National Editorial Association, and Brother Printers:

It gives me pleasure inexpressible to be with you again, to greet the dear familiar faces, and to meet new friends.

Mythology tells us that a god guilty of perjury, was, for nine years, deprived of attending the banquet of the gods. I must have been guilty of a greater crime than perjury to offend the goddesses of Fate who have deprived me of the joy of feasting with the gods of the immortal press for ten years. You men editors, doubtless, have worried your deep masculine brains over the great problem how we weak women ever managed to crowd into the mystic Royal We Brotherhood, and remain in it. Let me tell you a little story as an illustration of the how and wherefore of women as editors, being allowed to remain, and enjoy the privileges of the Royal We:

Monsieur Coquelin, père, the famous actor of France, was one of the prominent members of the Sub Rosa Club, the most exclusive club of the Latin Quarter of Paris. This story is told of his election: He was present one night at the club's late supper, a weekly feast, and having heard that there was a vacancy in the roll, applied for membership. Now the only rules of the Sub Rosa men are: "Think much. Write little. Be silent as you can." The presiding officer, with this last rule in mind, answered the applicant by placing before him a tumbler filled so full of water that another drop would have caused it to run over. Coquelin understood. He had evidently been misinformed about a vacancy; the club membership was obviously full. Over the table was suspended a rose, the club emblem. While the glass still stood before him Coquelin broke a petal from the flower and laid is so gently on the water that not a drop escaped. A silent man could join and make no trouble. Around the table ran a ripple of smiles, and the handclasps and nods of approval, and then, as if of one accord, all began making bread balls. Then the cup was passed from hand to hand, and each deposited his "ballot" in it—and all were found to be round; and not one had been pressed flat in sign of disapproval. So, Coquelin joined the Sub Rosa Club. Thus did drop into the clear, crystal waters of the journalistic sea, with the rules all topsy-turvy, thinking little, writing more and talking just as much as she pleases, the rose-leaf woman; and there is not a man among you, who would dare or desire to flatten the bread ball ballot as sign of disapproval. Besides the spirit of gallantry that should prevail among the editors, a feeling of gratitude should prompt you to encourage our sex in the field. If you editors are not familiar with the story of Deborah, the woman Judge of Israel, I would like for you to read the 4th and 5th chapters of Judges in the Old Testament. Deborah was not only a prophetess and judge, without a peer, but she was a warrior, shrewd politician, and a clever diplomat, combined with a gift as a muse of no mean ability. Barak would not go to war against Sisera unless Deborah went too. Deborah went, and to make sure that her unusual course and victories should be correctly reported, she had on the field a band of reporters from the tribe of Zebulon. After the victory was nailed through Sisera's head, Deborah composed a song of praise which she and Barak sang, and in Judges V. Chapter, 14th verse, she praises, among those who offered themselves willingly, to aid her, the people out of Zebulon, "that handle the pen of the writer." The commentaries explain that the tribe of Zebulon were not fighters, but able with their pens. I discovered this little piece of Bible history by careful research, and if there is any instance on record in the Bible of a man having reporters on the field of battle, I have not been able to discover it. Have you? Later, history tells us that:

"The first printed sheet ever published in England was founded by Queen Elizabeth, in the Sixteenth Century, to keep the people informed of the pending dangers threatened by the Spanish Armada invasion. In the British Museum are three copies of this paper: '*The English Mercurie*, published by authoritie to correct false reports,' the earliest No. 50 bearing date of July 23, 1588. This paper was published as the false rumors and occasions necessitated. England also claims the first daily newspaper to be a womanly production, with Elizabeth Mallott as editor and publisher, over 200 years ago. This was the first daily ever published in the English language. The Colonial cause was greatly advanced by the ready pen of women, and a sensation created when their papers appeared. Of the thirty-seven newspapers published during the Revolution, several were successively issued and edited by women. Besides those already mentioned, in 1772 Clementine Reid published the *Virginia Gazette* in Williamsburgh, favoring the colonial cause, and two years later Mrs. H. Boyle started a paper under the same name, advocating the royalty.

"If statistics are true, the first newspaper ever published in the United States, was edited by a woman, Margaret Croper, who took editorial charge of the *Manchester Gazette News Letter*, after her husband's death, and fearlessly kept it going for two and one-half years, it being the only paper that was not suspended in Boston when the British besieged the town. Mrs. Anna Franklin and two daughters, owned, edited, set the type and superintended the press work of the first newspaper ever published in Rhode Island, which made its appearance in 1732. And these women did their work so well, that they were given the job by the colony's government as public printer, and published the official pamphlets and colonial laws of 340 pages, winning praise and earning money for their services. Even the South was not exempt, for in 1775 Charleston, S. C., had a woman editor in the person of Mrs. Elizabeth Timothy, and Anna Timothy's name was at its head after the Revolution, and she was appointed State printer for seventeen years, holding the position on account of her ability and reliability. Charleston had another fearlessly political female, Mary Crouch, who published an antagonistic sheet to the stamp act in 1765, and continued her paper in Salem, Mass., for several years after."

Massachusetts and New England have always been literary leaders.

Sometime between 1825 and 1829, Washington City had a unique figure in the newspaper world in the person of Mrs. Anne Royall, who despite her vituperative idiosyncrasies, was a very extraordinary woman. Her history is interesting: When a child, she was taken prisoner by Indians and held captive for fifteen years. After her release, she married Capt. Royall, who had her taught to read and write. She used her pen like a sword when she obtained free use of it, as editor of a newspaper called the Washington *Paul Pry*. Mrs. Royall traveled far and wide, was observant and made use of

her observations in a disagreeably practical way. She also edited the Washington *Huntress,* and where she could not pry successfully into other folks' affairs, especially distinguished senators and representatives, she hunted indefatigably leaving no prominent statesman out. A persistent lobbyist, she was shunned by senators and representatives, especially those with a past they would rather have buried, or a present that appeared best under cover. Jno. Quincy Adams called her an "itinerant virago." Finally she became such a nuisance, and her printed and personal abuse so offensive, that she was arraigned before Judge Cranch as a common scold and was sentenced "to be ducked in the Potomac river." Although Washington society had been terrorized by *Paul Pry* and the *Huntress,* there was a decided disapproval of the ducking stool punishment, and as such a thing as a ducking stool was not at hand, the judge let her off with a heavy fine. Mrs. Royall also wrote books of Washington society and prominent citizens of the United States. I had the pleasure of reading one of her books, and enjoyed the remarkable genius displayed. She wrote pure English, and her stories of Washington statesmen and belles were bright, spicy and not near so risquè as those told every day and flashed over the world by electricity. Mrs. Royall was simply three-quarters of a century ahead of the times. I can afford to admire Mrs. Royall and praise her "Royal We" of course, as in the book I read, she pays a handsome tribute to my grandfather, Clement Claiborne Clay, then a representative from Alabama, also to my grandmother Clay, whose past and present bore the closest scrutiny of *Paul Pry* and the *Huntress.* Alabama had two practical printers in the early twenties of the 19th century. Eliza and Sarah Davenport set type and edited the Tuscaloosa *Mirror* for the support of an unprovident father whose name, Thos. M. Davenport, appeared at the head of the *Mirror's* editorial column. Eliza Davenport had many misfortunes which did not check her energies and she published the *Mirror* until 1827, with marked ability.

But all the good newspaper women are not dead yet, there are a few left. Paris has over 2,500 women in the newspaper business, and London claims 18,000 women members to press clubs and authors' societies. Edinburg boasts of 350 women compositors, who are efficient, but only command one-half pay on account of their physical inability to lift heavy forms.

The United States has many gifted women in the editorial chairs of the women's department of the most successful and popular dailies and weeklies, who can as ably report a political convention, express their intelligent, logical opinion on affairs of State as write up a social function, with sparkling touches of original wit and humor. Oklahoma up-to-date and progressive has proven her civilization by her newspaper women. Mrs. C. B. Blake, of the Edmond *Sun,* Mrs. Belt of the Edmond *Enterprise;* the bright, intellectual wife of Gov. Ferguson, who ably ran the Watonga *Republican* during her husband's campaign.

Emily Faithful opened the doors of typesetting for women in England. Women do not rush into journalistic work without some ability and intellect to back them. At least that has been my observation. I have seen men, however, who rushed in where we women feared to tread and reminded me of the old darkey who thought he had a calling to preach, and to his congregation said: "Yes, my brederen, I has had a callin' to preach, is why I is here befo' you now. In de daid of de night, I heared a voice asayin': George, go pree-each!, go pree-each!, go pree-each!" I always felt like advising such would-be editors to have their heads examined by a first-class veterinary surgeon, who could diagnose the disorder and treat accordingly. They would appear more at home before a plough in a cotton row.

"Our thoughts are shaking unmade spheres,
And like a blessing or curse,
They thunder down the formless years,
And ring throughout the universe."

In the south, we can boast of many notable newspaper women, whose success has been achieved by perseverance, energy, intellect and ambition. Her people, her sunshine, her birds, her mountains, vales and streams, have inspired poetic souls with musical rythm, and practical prose. Let me first mention Helen Kellar. Deaf, dumb, and blind, she writes as if her gifted pen had been plucked from an angel's wing—so beautiful are the thoughts she expresses. Her fame is international. Mrs. De Coltes and Miss Martha Young are doing excellent work on the Montgomery *Advertiser,* wielding graceful, forceful pens. The South is proud of the late Mrs. E. J. Nicholson, of the New Orleans *Picayune,* who was the foremost woman journalist of the South. Her first husband, Col. Holbrook died, leaving her with a great unwieldly daily, heavily in debt. With characteristic energy and perseverance of our southern women, she gathered together a brilliant staff of writers, used economy and judgment until the *Picayune* became a power in the South and financially profitable. She wrote under the pen name of "Pearl Rivers," and her lyrics breathe of the piney woods, fragrance of blossoms and melody of birds, for the beautiful southern woods on Pearl river was her earliest sanctuary. Catherine Field of the *Picayune,* died and dropped her gifted mantle on her daughter, Flora Field, who is now representing the *Picayune* in Panama. "Dorothy Dix" has a financial success to record. She is a brilliant, fascinating southern newspaper woman, whose real name is Mrs. Elizabeth Meriwether Gilmer, the happy, devoted wife of Geo. O. Gilmer, She was launched into journalism by Mrs. Nicholson, who appreciated her talent and when a mere girl gave her a position on the *Picayune* to edit the Woman's Department. She has alternately worked on the New York *Journal* with the Hearst Syndicate and the Dorothy Dix Syndicate in New Orleans, and is again with the *Journal,* sending out spicy, wholesome articles each week.

Like a sunbeam, dancing on the waves of New Orleans' journalistic sea, with untiring energy and filial love as her compass, is Miss Florence Dymond, who assists her father in his publication of the Louisiana *Planter and Sugar Manufacturer.* She is an expert stenographer, and can tell as well as her courteous senior the difference between the pure saccharine of the sugar and the sand of the seashore. Her father catches the planters with agriculture lore and the daughter holds them with sugared words. The grit of this Dymond of purest ray, is as much admired in the newspaper world as the sand in the sugar is condemned.

Mrs. Clara Jemison, formerly of Tuscaloosa, Ala., has an important position on the *Smart Set* as reader of manuscripts. Her career was begun by writing southern sketches for northern papers. Her husband was editor of the Tuscaloosa *Times,* and when he died, she continued the paper for a year, as editor, business manager and reporter until she could sell without sacrifice. Not until she had been operated on for appendicitis, had nervous prostration and other troubles, did she become a full fledged citizen of the metropolis. We southern women you see *will* succeed even if we are deaf, dumb, blind, maimed and halt with an appendix, or without an appendix, in newspaper work. Isma Dooley is a sparkling writer of versatile genius on the Atlanta *Constitution.* Elizabeth Frye Page is a forceful writer on the Nashville *American.* Mrs. Guy Crawford Hamilton of Dalton, Ga., who has given to southern literature a novel, "Forsaking All Others," which appeared at Easter, began her career as a contributor to weekly newspapers. Her articles are emphasized by a remarkable mentality and flashes of wit and originality. She is a granddaughter of the late Gen. Jones M. Withers of Mobile. The West has every reason to sing the praises of Mrs. Carrie Fulsome Cole, who, as editor of the St. Croix *Standard,* of Wisconsin, has won laurels and increased the circulation of her paper to several thousand. Helen Rowland, formerly of the Washington *Post,* is a bright, snappy writer, now with a New York press. Annie Kendrick Walker, of the *Age-Herald,* Birmingham, Ala., furnishes the reading public with delightful social and literary articles every day in several columns. The Nashville *Banner* has a genius on the Saturday edition in the person of Will Allen Dromgoole who, like the rose-leaf of the Sub Rosa, dropped into the clear waters of journalism, with a pen steeped in poesy, and a heart full of sentiment. She had only the gentlest, intellectual environments in her home life, and her mother's and father's Christian influence and encouragement in her literary work. The voice of genius was stilled for a while after her mother's death, but was awakened by the voice of filial duty to her old father. She made the money with her pen to buy a little cottage home on Elk river, where his last days were happily spent. The *Arena* and other magazines have been adorned by her gems of thought. It is natural for us to expect the very best from Boston in the intellectual line, and even the most prejudiced Bonnie Blue Flagged Southerner will acknowledge that disappointment seldom follows in the wake of those expectations. New England's women writers are not hide-bound by Puritanical conventionalities, that have "squelched" the very life out of so many women in newspaper offices. Mrs. Alice E. Whitaker, President of the New England Woman's Press Association, and President of the Boston Press Club, is an example of the highly intellectual, forceful personality of the Boston newspaper woman. For sixteen years she was on the New England *Farmer* staff, and, for the past four or five years has been doing daily syndicate work, and in addition, much miscellaneous writing. Mrs. Sallie Joy White, for thirty-five years has been doing clever work on the Boston papers, and is still active and prominent on the

Boston *Herald,* daily and weekly. The Cambridge, Mass., *Press,* an eight-page weekly, is a paper run exclusively by women, with all the modern innovations of progressive, enterprising papers. The editors, business managers, reporters, are all women, and newsgirls do active business in selling the *Press* on the street. Marguerite Magennis, Catherine Conway, Louise Davidson, and Cara B. Richardson deserve special mention, as do many others. Helen M. Winslow, editor of *The Club Woman,* has recently been urged to "Come to Georgia" by the club women of that state, to rest from her arduous labors. For the past several years, she has had charge of twenty-eight columns a week on three papers, which she filled without subordinates. She worked eight hours a day in a dingy office, and six hours a day in her "den," and attended the theatre five times a week, working on Sunday to bring up the ends. News, dramatic, book reviews, fashions, domestics, all came under her list with equal facility, and she kept up an editorial column for eight years. Do you wonder that her brain is fagged? The unbounded success of Ella Wheeler Wilcox and Mrs. Frank Leslie needs no comment. Their fame is international. Of Margaret E. Sangster's work, the famous riddle of Samson may be propounded: "Out of the eater came forth meat, and out of the strong came forth sweetness," for both strength and sweetness abound in her prose and poetry,

SUSANNA W. CLAY VIRGINIA C. CLAY

striking a responsive chord of sympathy in her readers. Elizabeth Jordan, who, for ten years, was a member of the New York *World* staff, has had, perhaps, as remarkable and successful a career in the journalistic world as any woman in America. Milwaukee has the honor to claim her, but she drifted to New York, with talent and ambition as her guide, and has won golden coin, as well as golden opinions. She "made up" the entire Sunday *World* for three years, and every Thursday and Friday nights were spent on her feet in the composing room as she directed the mechanical part of the work; and a clever friend and admirer, says of her, "She has many friends, but neither nerves, love affairs, nor headaches." Miss Jordan is now doing active duty on the *Harper's Bazaar,* and has written several sprightly, clever books, but is thankful for her valuable experience on the *World's* staff. She is only thirty-four years of age, and her non-love affair experience is sincerely doubted, as she is said to be "very human, very feminine, and full of understanding and sympathy." Under her management, the circulation of *Harper's Bazaar* was doubled by the second year she was in editorial control. Miss Ada Sterling is another editor of the *Harper's Bazaar,* who has succeeded, with talent, energy and ambition as her intellectual tonic. The past year, her greatest work was accomplished by the editing of "A Belle of the Fifties," an interesting story of the life of Mrs. Virginia Clay-Clapton, widow of the late Clement Comer Clay. The story is deeply interesting, and told by the heroine, Mrs. Clay, who was a brilliant social leader in Washington City in the fifties, was too voluminous for one volume. Miss Sterling displayed what Edward Fitzgerald would call, a remarkable intellectual metempsychosis in editing "A Belle of the Fifties," boiling down the material until it filled one volume of 377 pages, yet with the essence of individuality retained, so that the strength, wit, brilliancy of Mrs. Clay is retained. Miss Sterling's work has been remarkable in this book, and her fame is proclaimed in England as in this country by this masterpiece, "A Belle of the Fifties." *The Commoner,* Mr. Bryan's paper, has a versatile editor of the woman's department in the person of Mrs. Helen Watts McVey. Miss Marie Alice Philips, of the Atlanta *Journal,* says that Georgia is rich in women who are doing newspaper work as a stepping stone to higher fields of endeavor. Miss Philips is clever with a fascinating flash of originality in her lucubrations. She tells a story with a snap that is at once attractive and delightful. She says Georgia has one distinction that cannot be matched in any other state in the union. She has three great grandmothers in active daily newspaper work. These, are Mrs. Wm. H. Fulton, of Cartersville, who has charge of the "Home and Farm" department of the Semi-Weekly Atlanta *Journal,* and is a constant contributor to the daily editorial department of the same paper. She is a lecturer, a farmer, nurse, and companion to her invalid husband. She is also the adviser, confidante, and doctor of her entire neighborhood; and has the world's affairs at her finger's ends. Mrs. Wm. King, the mother-in-law of the late Henry Grady, is editor of the Juvenile department of the *Sunny South,* and is the youngest old lady, gentlest adviser, and merriest companion in all the world of old ladies. Mrs. Mary E. Bryan is editor of the "Woman's Realm" of the *Sunny South,* and discusses with equal facility everything, from the scientific and philosophic books to the easiest way to get fruit stains out of a pinafore. She has had a hard struggle, but as Miss Philips says, "Had she been a better business woman, she had, perhaps, been a less lovable type of newspaper woman." Mrs. Myrick, editor and proprietor of the *Americus Recorder,* is a keen politician and stands for the best in politics. Miss M. C. Bass, of Clarksville, Ga., owns her own paper, as do Mrs. Penn of Monticello and Miss Edna Cain of Quitman. They are bright, up-to-date women, thoroughly abreast with the affairs of the world. Katherine Glover, Addie, Maud and Marie Philips make the columns of the Atlanta *Journal* scintillate with social and literary gems. Other papers, the *News, Constitution, Southern Magazine* of Atlanta, have women who make the papers what they are, successfully, and attract the attention of the literary world of the South to their columns. The Rome, Ga., *Tribune,* has Mrs. J. L. Johnson, a former president of the Georgia Woman's Club, and Miss Sheibley, who are active in the work. Mrs. A. O. Granger is editor of the *Southern Woman.* Miss Mary Meade Burnell is a charming innovation in old Virginia's field and brightens the Richmond *Dispatch* with society stories. Miss Zitella Cocke of Marion, Ala., has attracted attention on both continents by her beautiful poems, stories, and sketches, with pure English as her chief characteristic.

Florida's prominent newspaper women are Miss Sara Harris, of the Ocala *Banner;* Miss Jefferson Bell, of the Tallahasse Daily *Capital;* Mrs. Neva Childs, of the Arcadia *Champion;* Miss Nellie Beck, of Pensacola *Journal,* and Miss Humphries, of the Jacksonville *Metropolis;* Miss Margie E. Neil, of Texas, owns and edits with flattering success, The East Texas *Register,* of Carthage; Mrs. E. E. Overall's magazine, *The Railroad and Industrial Journal,* is pronounced "The best magazine published in Texas." Miss Kate Field, of the Waco *Times;* Mrs. Lee, of Dallas, Tex.; Mrs. Christian, of Houston, have attracted the intellectual world of their section. Miss Myrtie Loggins, of Conroe, Tex., owns and edits her own paper. Myriads of stars shed intellectual luster from the great Lone Star State's newspaper sphere.

Madame, published at Indianapolis, "for women who think," is a splendid specimen of what women can do in magazine work. In its pages we find the thoughtful woman's pen. The artistic, scientific, domestic, dramatic, musical are handled with equal facility.

Mary Maples Dodge is a refined, lovable writer that has made her mark.

Kansas has bright newspaper women in a progressive "Women's Press Club," with Mrs Annie L. Driggs, of Kansas City, as president; Pittsburg's Women's Press Club, with Mrs. Eliza O. Denniston, as president. Mrs. Charles Van Doren, of Newark, N. J., is president of a thoroughly up-to-date press club. The League of American Pen Women is a national organization, with many brilliant women represented among its membership; Washington is headquarters for the League. Mrs. Zillah Moore Cardin, of Kentucky; Grace MacGowan Cook, of Tennessee, a popular magazine writer; Mrs. Moore Murdock, of Texas; Lillian Rozelle Messenger, Mrs. Ernest Seton Thompson, Vinnie Ream Hoxie, the celebrated sculptress, are numbered among

them. Mrs. LaSalle Covell Pickett, the gifted wife of Gen. Pickett, of Gettysburg fame, is historian of the League, which embraces authors and lecturers, who have been launched to what, they hope, is a higher calling, from the humble newspaper office.

Mrs. Ada Cable, of Bradford, Pa., is the able, energetic editor and proprietor of the Bradford Sunday *Herald;* and her genius and executive ability was recognized by her election as the vice-president of the International League Press Club.

The Blue Stocking woman is not a modern innovation. It has been 500 years since the Blue Stocking Society, composed of literary men and women, was first organized in Venice, and wore the blue stockings as a badge of membership. It existed until 1590, and drifted over to Paris and was the rage among the literateurs of the great French metropolis. In 1780, Lady Mary Wortley Montague, bold, brilliant and beguiling, shocked the propriety of London proper, by displaying her badge at the Bas-bleu Club when she entertained at her soirées. The Blue Stocking became a term of reproach, and the female pedants were scorned by those not clever enough to be associated with them. When Miss Monckton, the Countess of Cork, died in 1840, the last of the Bas-bleu Club passed over, with reproaches still flagrant. Woman's worth in man's sphere as a journalist, is increasing in valuation every year. When she maintains her position as a dignified, refined, intelligent *womanly woman,* any subject, within the pale, whether political, scientific, philosophical or social, may be handled by her with astuteness, and command attention and demand respect of a critical public without fear of scorn or contempt. The present day is fruitful of opportunities for women who are ready writers. My advice to them is from Ecclesiastes: "Observe your opportunities."

Elizabeth Cochrane, whose nom de plume, "Nellie Bly," is well known on both continents, was a Pittsburg girl, and ten years ago she became famous by her trip around the world in sixty days, twenty days less than Jules Verne's hero. Her work was in the lines of reform. Her greatest work was for the improvement of the work-house, and on Blackwell's Island, N. Y., where 1,200 mad women were confined. She was incarcerated as an insane girl, and when released, told the grand jury her experiences, and a state appropriation of $3,000,000 for the asylum was the result. She exposed the station house abuses, compelling the appointment of matrons. She exposed the bribery pest, Phelps, the notorious lobbyist, and put an end to his power. Her father died when she was in her teens, and she began work to support the family on $5.00 a week. Before she married Robt. Seaman, ten years ago, she had $25,000 to her credit, which she had earned. The Barbertown, Ohio, *Republican* is run by a clever woman, Birdie Meeks Baker, editor, publisher, reporter, collector, and manager. Ohio has reached the top-most rung of the newspaper ladder in its brilliant women writers, who have worked for reforms, and secured them in municipal and state laws. Among those prominent in the Fourth Estate, are Florence Blackford, who says she "fell into newspaper work eleven years ago," and evidently fell squarely on her feet. Miss Delia Amos, who is reporter on the Sidney *Democrat;* secretary and treasurer of the Sidney Printing and Publishing Co., besides president of the Ohio Women's Newspaper Association, consisting of sixty-three active members. Miss Ruth Locke, a niece of Nasby, is a dignified, accurate reporter for the Toledo *Blade.* Miss Georgia Hopley, who is doing excellent work on the Columbus *Journal* and *Telegraph,* as editor, is one of the most active and favorably known women in the field. She inherited the talent from her lamented father, and has not buried it, but added to it each year. Mrs. Woodward, of Cincinnati is widely known. Mrs. Elia W. Peattie, who is now occupying the important position of book reviewer and literary editor of the Chicago *Tribune,* and correspondent of the Boston *Transcript,* has made a national reputation as a newspaper writer in the Omaha *World-Herald,* various Chicago papers as reporter, besides corresponding with other city papers, and writing stories for the prominent magazines of New York, *Youth's Companion,* and has written books that have been applauded both by the American and English literary world. With this work accomplished, she has four children, who have her loving and tender care, a husband who is proud of her, and several clubs who are still prouder and revere her talent. Mrs. Mildred E. Pierce, a bright, clever writer, is editor of *The Cavalier,* a magazine published at Fortress Monroe, Va., in the interest of Hotel Chamberlin, began her career as editor and publisher of the Citronelle *Times,* in Ala., which she published for six years. She worked on the *Smart Set* in New York until nervous prostration stopped her. For the *Cavalier* she writes up historical places, taking photos with her own camera, writes social news, and solicits advertising and subscriptions. Mrs. Laura F. Hinsdale, who is now associated with the *Rocky Mountain News,* of Denver, Col., has had a career that sounds like a romance in its rapid changes and versatile genius displayed in her work. She began by sending sketches and poems to magazines, making translations from modern languages, writing stories with charming originality for eastern magazines; juvenile stories for church papers. She was musical critic of the French Opera in New Orleans for the *Times-Democrat;* and for two years was literary editor of the Los Angeles *Times.* The kaleidoscope changes have never swerved her from a never failing punctuality in her work. The Upper Iowa University recognized her ability by conferring the degree of Doctor of Literature on Mrs. Hinsdale. Mrs. Virginia Lull, of Chicago has earned a reputation with her pen as have all the women of the Chicago Press League. Winifred Black, who is now the happy wife of a Denver newspaper man, the mother of two charming children, (I suppose, from the way she expresses herself) and a "crank about housekeeping, and home-making," has a remarkable career as reporter for the San Francisco *Examiner.* She started in as a mere girl, and was enthusiastic in reporting anything of interest, from the highest social circles, to the police court stories. She entered the Receiving hospital as a patient and exposed abuses there; she visited the leper Island of Molokai with Sister Gertrude, a nurse; and started a fund to build a hospital for incurable children. In spite of her domestic ties, she is like the retired horse of a fire engine, who runs to the scene of action at the sound of a fire bell, and, when anything exciting occurs runs to report it for the Denver *Post.* She also writes for the Hearst papers. Alice R. Gossage is business manager and editor of the *Daily Journal* of Rapid City, S. D., and is spoken of as a woman of fine executive ability and a style in writing that is crisp, entertaining and clear. The Indian Territory has a number of women active in magazine and newspaper work with Mrs. Michael Conlan, of Atoka, as president of the Territory Women's Club. Kansas has her feminine newspaper Titans in the persons of Mrs. W. A. White, Mrs. Noble Prentiss, Miss J. C. Mack, Miss Cora Lewis, Anna Carlson, who edits and publishes her own paper. Los Angeles, Cal., never knew beter *Times* than when Mrs. Sue E. Munn managed the hands, and kept up its onward march to success.

My sister Susanna and I are the pioneer political women editors of Alabama, and I am the woman nestor of the Alabama Fourth Estate.

With no further boast, let me tell you a little of our personal experience which, as pioneer political women editors will not be mal apropos.

I began my newspaper career as a typesetter and devil in the fall of 1883, going from the school room to the printer's case as an apprentice. We were educated by the best, purest, most intellectual of mothers.

I fill this cup,
To one made up
Of all the womanly graces;
With form most fair,
Beautiful hair,
And the sweetest of female faces!

Her face so pure
In each contour
Is heavenly in its beauty,
My heart is taught,
In secret thought,
To love her is my duty!

Her lovely eyes,
Like tropic skies,
Smile on me in their gladness,
May naught severe
E'er bring a tear
To shadow them with sadness,

From ruby lips
To finger tips
She's made of mortal blisses,
Angels above,
Who worship love,
Would languish for her kisses.

I quaff this cup
To one made up
Of grace found in no other,
In whose true eyes
God's own love lies—
I drink it to my MOTHER!

When my father was stricken with paralysis in November, 1885, I took editorial charge, too inexperienced and excited by duty and stern necessity to realize the responsibility and work involved in the undertaking. Only two issues of the paper failed to appear after he was first stricken, and, since then, we have never missed a single issue; and only one not strictly on time, when we held the paper over until Thursday in order to insert a $75 legal advertisement sent from Montgomery; until last fall, my sister was desperately ill for eleven weeks, and two issues were missed. During that time Mr. O'Neal of the *Mercury,* and Mr. Lane, of the *Tribune,* lent me type each week to help fill up the paper. There have naturally been ups and downs in our journalistic career, as with brother editors, but never a time when we could not laugh the "downs" away up after a little while.

(Continued on Page 500)

Cheltenham Bold Italic

72 Point — 3 A $7 25 5 a $5 25 $12 50

Royal Bold Job

60 Point — 4 A $6 50 6 a $5 00 $11 50

Good Italic Design

48 Point — 4 A $4 20 6 a $3 30 $7 50

IDEAL Display Style 3

42 Point — 5 A $3 75 7 a $2 75 $6 50

American Line FACES 26

36 Point — 5 A $2 85 8 a $2 40 $5 25

POINT BODY and Point Set 5

30 Point — 6 A $2 45 9 a $1 95 $4 40

Adopted by the BEST PRINTERS 48

24 Point — 7 A $1 90 11 a $1 60 $3 50

GRAND TYPE STYLE for Advertisements 2

18 Point — 9 A $1 50 20 a $1 75 $3 25

RAILROAD PRINTSHOP
Superior wearing quality 3

10 Point — 16 A $1 20 34 a $1 30 $2 50

CHELTENHAM BOLD ITALIC IS A NEW
And useful member of the famous Cheltenham
Family of American Line Type Fashions 105

14 Point — 14 A $1 50 28 a $1 50 $3 00

AMERICAN LETTER DESIGNS
Have won universal popularity 46

8 Point — 20 A $1 05 42 a $1 20 $2 25

AMERICAN TYPE DESIGNS ALWAYS IN THE LEAD
Our Types and Borders are distinctly original, designed to
meet the demands of twentieth century printing 1234567

12 Point — 15 A $1 30 32 a $1 45 $2 75

MONEY-EARNING TYPE FASHIONS
Successful printers and publishers prefer
American Line Type Faces $1234567890

6 Point — 20 A $0 95 42 a $1 05 $2 00

THE INFLUENCE OF PLAIN AND TASTEFUL TYPE DISPLAY
A good type advertisement in a newspaper or magazine is a power in the land. When symmetrically arranged and skillfully displayed, it carries its message to those interested and delivers it in a forceful manner. Type displays are, after all, the real basis of advertising 6

American Type Founders Company

National Printer-Journalist

A Journal for Printing and Allied Trades

Entered at the Chicago Post-office as Second-class Matter.

BENJAMIN B. HERBERT . . . . . EDITOR

Official Paper of the National Editorial Association.

PUBLISHED MONTHLY BY THE

NATIONAL PRINTER - JOURNALIST COMPANY

OFFICE OF PUBLICATION:

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EASTERN OFFICE:

150 NASSAU STREET, NEW YORK CITY.

WILLIAM E. HERBERT . . . . . Resident Manager, Chicago Office

BENJAMIN S. HERBERT . . . . . Secretary

SUBSCRIPTION RATES:—In the United States, Canada and Mexico, $2.00 per year, in advance; single copies, 20 cents.

Orders for subscriptions will be received by all dealers in printing material in the United States and Canada.

Remittances may be made by draft, money order, or registered letter. Make all remittances free of exchange and payable to the order of the NATIONAL PRINTER-JOURNALIST COMPANY.

FOREIGN SUBSCRIPTIONS:—To Countries within the Postal Union, 10s. 6d.

FOREIGN SUBSCRIPTION AGENTS:—International News Company, Breams Buildings, Chancery Lane, London, E. C.; F. O. Strong, 111 Fleet Street, London, E. C., G. G. Turri & Co., Melbourne, Australia; The India Printers' Agency, 249 Mint St., Madras, India; Successful Advertising Co., Bangalore, India; John Dickinson & Co., Ltd., Cape Town, South Africa.

ADVERTISING RATES PROMPTLY FURNISHED UPON APPLICATION

The NATIONAL PRINTER-JOURNALIST is unequalled as an advertising medium in its field. No attention paid to postal card requests. Information cheerfully furnished to all patrons.

Subscribers and patrons will confer a favor on the National Printer-Journalist Company by sending in the names of responsible newsdealers who do not keep the monthly on sale regularly.

Manuscript sent in for publication must be accompanied by a letter of explanation and return postage.

CHICAGO, JULY, 1905

IN a recent issue the Chicago *Post*, which, by the way, is one of the newspapers of high character, that can well be profitably studied by every editor of a home newspaper, as an example of the best that is in newspaper making—contained an article entitled, "The Shadow of a Great Rock," founded on a text from Isaiah, that suggested to us many of the higher possibilities of the newspaper press in these strenuous times. The article drove us to the Bible—that unfailing treasury of wisdom and inspiration for all men and all callings—to read the whole text and connecting passages. The *Post* quoted only the second verse of the thirty-second chapter of that wonderful production of the old prophet, that, aside from its religious teachings, is worthy of especial study for the beauty and grandeur of style, imagery and expression, as well as for the principles taught and the patriotic fervor contained therein. For our short newspaper discourse, we quote the first five verses. "Behold a king shall reign in righteousness and princes shall rule in judgment. And a man shall be as a hiding-place from the wind and a cover from the tempest; as rivers of water in a dry place, as the shadow of a great rock in a weary land. And the eyes of them that see shall not be dim and the ears of them that hear shall hearken. The heart also of the rash shall understand knowledge, and the tongue of the stammerers shall be ready to speak plainly. The vile person shall no more be called liberal, nor the churl said to be bountiful."

The spiritual and prophetic meaning of all this is left to the divines but the practical and valuable lessons are for those who are in a calling that is kingly and princely in its power and influence; for those, who, in a free republic, stand, in no unimportant sense, in the place of true rulers as protectors of the people, as wholesome life-givers to noble human endeavors and as consolers and encouragers of the weak, weary and discouraged; for those who see for others and who, to accomplish their highest mission, must command intelligent attention; for those whose work it is to bring truth, wisdom and consideration to the rash and to inspire those in power, that hesitate, to speak plainly and to act squarely and bravely; for those whose duty it is to unmask the vile and to see to it that they do not gain power and honor for their vileness through vaunted liberality, and to thwart the selfish, stalwart churls whose self assertion is only equaled by their apparently liberal public munificence, all as the price for place, power and unholy gain.

Judgment and righteousness are the highest requisites of a free newspaper press. These two naturally make of a newspaper a refuge for all who are suffering injustice or are threatened with wrong. But the newspaper must not only stand as a protector to its trusting readers or constituents and, to that end, be as firm and as confidence-inspiring as a great rock and as dear, because of its wise tenderness and its clear understanding of difficulties, its active, intelligent sympathy, as is the grateful shade to the heated, weary traveller, to the one overcome and fainting from the strife, but it must bring life to its community—the refreshing waters of encouragement and instruction, of examples, ways, means, precepts, inspiration, and thirst-satisfying hope and optimism.

The newspaper must not see dimly but clearly and must be so clear, sincere earnest and engaging in its relations of what it sees or discerns as to command confident, interested attention. To command a hearing is not enough; there must not only be attention, but there must be the fruits of attainment, useful deeds, influencing words, and brave, noble actions. To this end the newspaper must speak plainly and courageously as it would teach and inspire plain, honest, effective speaking.

As indicated, the work of the press does not end even here, but goes further to the exposing of the vile, the dishonorable, the hypocritical and wickedly designing.

But how grand as a description of a noble, perfect character is this figure of the shadow of a "great rock in a weary land." How expressive of the kind of confidence and reliance that Horace Greely inspired in the hearts of the regular readers of the New York *Tribune* for nearly two decades of his best years.

The *Post*, in applying this text to men, says what is equally true of the newspapers, the character of which depends upon the editors;

"And this is the great need of the world today—men who are righteous and just; men who are a shelter from the wind and tempest of striving mortals; men who are as refreshing as water in dry places; men who are as comforting as the shadow of a great, cool rock in the sun-beaten wastes of the wilderness.

* * * * * *

"If this be so—and can the thoughtful doubt it?—the shortest way to a great rock is to be one. The surest and most direct road to rest and peace is to give rest and peace to others."

Herein is the newspaper man's opportunity above that of any and all other men.

Speaking of shadows; they are all right in their way and very restful, when there are great immovable rocks of truth back of them, to the one needing rest, but it is the substance and not shadows with which newspaper men must deal.

Paul, who was not only a deep Greek scholar and learned in all the philosophy and logic of the Grecians, but also a Hebrew scholar and had doubtless read, many times, the rolls containing the words of the great prophet Isaiah, while he did not undervalue the shadows and the types, it was the real, the substance, the solid rock, able to afford an unbroken shadow, that he ever sought. In his letter to the Collossians, (2nd chapter, 16th, 17th and 18th verses), he wrote: "Let no man therefore judge you in meat or drink or in respect of any holy day or the new moons or of the Sabbath days which are a shadow of things to come, but the body of Christ. Let no man beguile you of your reward in a voluntary humility and worshiping of angels, intruding into those things which he hath not seen, vainly puffed up of his fleshly mind, and not holding the Head from which all the body by joints and bands having nourishment ministered, and knit together increaseth with the increase of God."

The newspaper man, having to do with all conditions and groups of men, with all sects, denominations, creeds and individual beliefs, must, of necessity, come to have a very broad and a very practical religion but there is no reason, on that account, why he should have no religion, or why he should humble himself before or permit his faith, fixed principles of right and right living, his firm belief in all that is established in truth and reason, to be destroyed by the proud dwellers in the shadows, who pride themselves in strict observances of the traditions as to eating, drinking, keeping holy days, vainly puffed up in an assumed humility and in a knowledge, belief, observance or worship of those things which they have not seen and which, at best, are only shadows. There is little room in newspaper work for mysticism, ceremonial or the dealing with the unknowable, but there is vast room for the religion, taught by the Great Teacher, of doing good deeds, advancing the true brotherhood of men, for helping, informing and making men wiser and better; for administering nourishment of good counsels and ennobling principles and the knitting together of whole communities in noble works and uplifting ideals, until righteousness or the doing of right "increaseth with the increase of God"—the great and all-pervading good. America today is much more in need of the substance than of the shadow, of righteousness, regard for the rights of others, of the golden rule wisely lived, than of observances of rituals, holy days or new moons.

The newspaper situation at Oshkosh, Wisconsin, is unique. On May 24th, the Oshkosh *Times* suspended publication after an existence of more than thirty years. In 1898 it became badly reduced and on the point of suspension, but was resuscitated and reorganized and for several years a vigorous attempt was made to build up a circulation. The morning field, however, was found to be difficult on account of the competition of Chicago and Milwaukee papers and it gradually sunk deeper and deeper in the quagmire of financial insolvency. In September, 1904, it abandoned its Associated Press franchise and a few weeks later the *Times* was changed to an evening paper. With an unsettled indebtedness of more than $50,000 its career as an evening paper was very brief, its last issue appearing a short time since. This leaves the *Northwestern* the only daily paper in a city of 30,000 inhabitants.

There was quite an interesting episode, after the N. E. A. Convention at Guthrie, in connection with the visit of Past-President Screws to Oklahoma City. He did not go with the party when it left Guthrie on Friday evening, June 9th, but went instead to Oklahoma City next morning. He had an engagement to meet a little colored boy, whose grandmother is the nurse of his little grandchildren, and for this old grandmother he and his wife both have a very tender affection. She had told them that she had written to her son-in-law (her daughter is dead) that they would be in Oklahoma territory at a certain time, and that she wanted him to find them and take her little grandson to see them so that they could take back to Alabama personal news of him. Major Screws received a letter at Guthrie from the boy's father written at a point about seventeen miles from Oklahoma City, in which he stated that he saw from the papers that the party would be in Oklahoma City on Saturday, June 10th, and stated that if told on what train he could find him and what hour, he would be on hand. (The man is a schoolteacher.) Major Screws wrote to him that he would reach Oklahoma City Saturday evening, and could be found at the Rock Island Depot about 5 o'clock. As is well known, the special train was delayed, and did not reach Oklahoma City until 8 or 9 o'clock that night. Major Screws had taken this probability into consideration and, largely for that reason, left the party, and went to Oklahoma City Saturday morning. He could not bear the thought, he said, of going back to Alabama, and telling that old woman, who was so faithful to his little grandchildren, that he did not take the trouble to find her little boy.

About 4:30 o'clock Saturday afternoon, in company with Past-President Jos. Maccabe, he went to the Rock Island depot in Oklahoma City. He did not know either the man or boy, but he saw on the platform two people whom he at once surmised were the ones he was in search of. His surmise proved correct. He learned from them that they had walked seventeen miles, that hot June day (and all that were in Oklahoma at that time will recall that it was a tremendously hot day) in order to meet him. There was no train running from their place at a convenient hour for them, and so anxious were they about the meeting that they walked the whole distance. He took them up to the hotel in order that they might see his wife who had many messages, and a package for the little boy from his grandmother. Major Screws and his wife both feel well repaid for any pleasure they may have forgone in the trip in thus discharging what they held to be a sacred duty to one of their servants.

There is no color line to duty or affectionate, considerate treatment among the people of the South.

The Fifteenth Annual Convention of the International League of Press Clubs will be held in Detroit, July 18th to 21st, inclusive.

The Detroit Press Club is preparing a splendid program of entertainment on those dates and trusts that every press club will not only be represented by delegates appointed, but by as many club members, who are newspaper workers, as can visit the beautiful City of the Straits on those dates.

WOMEN IN JOURNALISM.

(Continued from Page 496)

Susanna began to set type under my instructions on December 10, 1885, and for nearly twenty years we have worked side by side, watching over each other with a never-failing confidence and inspiration of love. We started in with the same old Washington press in use fifty or sixty years, the very same high, old-fashioned cases in use for the same length of time; the same old composing stone and mailing table. The Alabama and National editors have been good to us, and we feel a deep, tender gratitude for their words of encouragement. In fact, editors, we love you all, and long for the arms of Briareus to embrace you—collectively.

From Maine to California, from Canada to the Gulf, the editors of metropolitan and country newspapers have thrown bouquets at our modest efforts. The Detroit *Free Press* contained a pretty notice written by Robert Barr, the novelist, who became my staunch friend and pleasant correspondent after my visit with the National Editorial Association to Detroit, in 1889. This notice was accompanied by a picture of your humble servant, which was at least not objectionably ugly, when copied in the *Illustrated American, Fourth Estate,* and other magazine papers.

The article was copied with exaggerated addenda or condensed with more exaggerated virtues until the New York *Times* had the one-half columns ground down to three expressive lines, thusly:

"Miss Virginia C. Clay, of Huntsville, Ala., edits the *Democrat* and supports a paralyzed father and five small brothers and sisters."

This accompanied by an illustration that looked like a caricature of Lydia Pinkham, or some equally famous patent medicine fiend.

This notice was copied in papers of Canada and in papers over the Union, copies coming in so fast and heavily marked, that I hid them quickly to keep the five small brothers and sisters, all of whom were older than myself, with one exception, from seeing it. This three-line article also called forth offers of marriage, and men and boys desired to correspond with view to matrimony, and requests for pecuniary aid innumerable.

Your parlor editors of woman's columns cannot realize what we printer, devil, carrier, country editors have to do. My sister and I have made our own office fire, split and carried the kindling up town to do it with; we have cleaned up our own office, brought the water from the corner of the public square hydrant to wash our type, rolled while the pressman worked the press, until our hands have been blistered from the unusual exercise. We taught every strong nigger that we could call into requisition to work that old Washington press. One day one of the strongest of our press pupils had just enough whisky in him to energize and invigorate so that he suddenly jerked the handle-bar out of the socket, the handle flew back and knocked my nigger down as cold as a wedge, blood spurting from the ugly gash cut on his forehead. Susanna and I, frightened nearly out of our wits, bathed Sol's head with cold water, brought him back to consciousness, gave him another drink, tied his wound up with turpentine and a piece of an office apron, and, in about an hour, the press was going again with Susanna and me to roll, Sawney, our roller, having vamoosed, fearing he might be killed, too, by that "darned ole press," as he expressed it.

Only once in our career have my sister and I taken a trip together, and then, we went to the meeting of the Press Association in Birmingham, setting our type in two days. When Susanna went out to Colorado on a trip of three weeks, I did all the type setting, setting up my editorials without manuscript. For the past several years Susanna has had the business management of the office and mechanical work to do almost alone, with only occasional assistance of an inexperienced cub, while I indulged in an attack of nervous prostration. I usually set a galley of primer in two and three-quarter hours, and, on one occasion, set a galley of locals without manuscript, in two hours and twenty minutes, and, save perhaps, a few typographical errors, a wrong or turned letter, there were no errors of any consequence in the entire galley.

Our experience has been varied and amusing at times. Once a handsome, gentlemanly young man, representing a paper firm, came in our office, and while he courteously made his business known, he expectorated on the floor. I stepped down from my stool, took a dipper of water and threw the water where the young man spat, handing him a broom and very politely requested the young man to sweep it up as it would soil our skirts. He did so, with a Chesterfield manner and a quizzical smile.

Wilson Brown, a well-known politician in Alabama, was guilty of the same breach of etiquette, and when I handed him the broom, he remarked that he would clean up the entire dirty old office if I would furnish him with a mop and tub of water. After that, when he desired to expectorate, he would drag a chair across the floor to the stove, climb on the chair, lift the top from the high drum of the stove and spit down in it.

Our experience with circus agents has always been pleasant. Cole Younger, the bandit, called at the *Democrat* office and courteously invited my sister to the Wild West Show. He paid special attention to her party on the grounds, and, when he introduced them to an Indian chief, the chief grunted and asked Mr. Younger if Susanna was his squaw. This incident furnished a family joke for many months.

Collecting a dollar a year is no small item in a newspaper office, and is often discouraging. We had one subscriber, H. R. Williamson, a well-to-do, substantial farmer, who failed to pay up promptly for eleven years. Susanna says: "We might just cut him off." But I knew Mr. Williamson and his forefathers had been subscribers for a half-century, so I sent the paper on. One day, just before Christmas, Mr. Williamson walked in with a roll of bills, and informed us that he had just paid the mortgage off his farm, and all other debts, and wished to pay the *Democrat.* He paid all arrears, one year in advance, and sent us a gallon of fine apple brandy for interest. But life has not been all work and no play for us; we have had many pleasant hours in our old office and kind attentions and kindest consideration from strangers as well as home people. Abroad, especially in the North, my business card has been the open sesame of many places of social diversions and public amusements. The first day I went to the Chicago Exposition, I had not received my passes, I simply handed the gatekeeper my business card and was admitted, and on that same card visited every place of interest on the Midway, and many theaters in the city. Even in New York, Boston and Cincinnati my business card was recognized at art galleries, theaters, music festivals, etc. I have often regretted that my revered old grandfather did not leave me a fortune, but of the two I am more thankful he gave me a good name, and wherever I have traveled, I have been recognized as a lady-born—without money and without price.

One day an advance agent of a large circus called, and we wrangled over the price for a display ad. He declined to give what we charged very positively. At last I said: "Look here, my friend, have you had your dinner?" "No," he answered abruptly, "and that's what's the matter." "Well, you go to your dinner, and come back at 3:30 this afternoon." He did so. I renewed my terms, which he accepted with extra courtesies extended. After contracts were signed, I told him that I never made a business contract with a man with an empty stomach. He laughed good humoredly and we parted the best of friends.

One December, just before Christmas, we went out to New Market on the 5 o'clock morning train and returned on the 2 p. m. train laden with farm truck for subscription: Turkeys, chickens, eggs and butter, a ham, and with a pleasant memory of unbounded hospitality of the good farmers and their families. For a month we lived like lords on those paid-up subscriptions. We have dabbled in politics, and retained the respect of the community and politicians. I have been the only woman in a county or congressional convention from necessity, and always received the utmost courtesy from gentlemen in the convention. In fact, have met none but gentlemen in the conventions that I attended. On September 5, 1894, Mr. Lane said in the *Tribune:*

"Miss Virginia Clay, of the *Democrat,* was the most distinguished-looking and honored representative of the press attending the Decatur convention. Indeed, she looks the 'Queen of all,' when she wields the political battle-ax of the time-honored and battle-scared *Democrat.*"

Of course, he meant "battle-scarred," but I was victim of the typo's joke.

On the same date, Mr. Boyd, of the *Argus,* said editorially: "Miss Virginia C. Clay was among the crowd who went to Decatur yesterday to witness the nomination of Gen. Wheeler, by acclamation. Gen. Wheeler has no stauncher supporter or nobler lieutenant in the entire district than this same Miss Jennie Clay of the *Democrat.*"

I was timid about going to that convention, but father urged it as important, and drove to the station to see that my courage did not fail me. When Capt. Joseph F. Johnston ran for Governor, the *Democrat* was the only paper that supported him and we did it with a will and vim. I wrote campaign songs, set them up in type and printed them sometimes on our proof roller press. I arranged the *Democrat* platform into a campaign song for the Bryan campaign, to the air of "Bonnie Blue Flag," as follows:

A CAMPAIGN SONG.

THE DEMOCRAT PLATFORM.
(Air Bonnie Blue Flag.)

We are the best of Silverites, of Democrats a band,
Bryan and Sewall in our lead, we'll go now, hand in hand!
If the naughty Goldbugs hadn't gone so far astray,
Like friends and like true brothers we would meet on 'lection day;

Chorus.

Hurrah! Hurrah! for Silverites, hurrah!
Hurrah! Hurrah! For the man from Maine
And the bright Nebraska Star!

We'll vote now for our platform,
The best Sixteen to One,
'Gainst issuing bonds in times of peace,
We'll work from sun to sun!
We demand the power to issue notes;
Circulation taken away
From National Banks; and paper notes
Our Government Treas'ry pay!

Chorus—Hurrah! hurrah! for Silverites, hurrah! Etc.

All the tariff duties shall be paid for revenue,
But till the money question's fixed, that subject we'll eschew;
We strongly favor income tax; condemn strange pauper work;
For protection 'gainst all oppressions our duty we'll not shirk!

Chorus.

All Radical extravagance; arbitrary Federal force
'Gainst mobs; the Railroad funding bill we'll surely not endorse!
For Union soldiers' honest claims our vote shall ever go;
Arizona we would have a State; also New Mexico!

Chorus.

The territory official must be a resident;
All public lands shall be reserved, says our next President;
To far away Alaska we'd grant one delegate;
And Life tenure in office to the past we'd relegate;

Chorus.

Hurrah! Hurrah! For the Standard Two, Hurrah!
Hurrah! Hurrah! For the man from Maine!
And the bright Nebraska star!

Cuba's troubles we regret, improvements agitate;
Of waterways and labor woes we fain would arbitrate;
What'er may be our platform, for the people's good 'tis meant,
And we are strongly now opposed to the Third Term President!

Chorus.

Hurrah! Hurrah! 16 to 1, Hurrah!
Hurrah! Hurrah! For the man from Maine!
And the Bright Nebraska Star!

—*V. C. Clay.*

My sister and I formed a campaign chorus of fifty or more voices and conducted the music, and I wrote the words of all the songs for public speakings during the national campaigns. I have even written essays that have won prizes and praise for others; have answered letters in rhyme for others; have written love letters for others, with the peculiar fact that my love letters never resulted in matrimony. I have written many circular letters for candidates during campaigns, and have been on terms of the friendliest feeling with candidates of both parties, though always strongly partisan in my editorials. For ten years I carried my father to the polls to vote, so the casting of a vote would not even be a novelty. While I was flying around with the politicians gathering items over the district, Susanna, ever

faithful and energetic, stuck in the office, setting type, making up forms and looking after the business end of the *Democrat*. As a reward of superior merit I added to her local fame with the following lines lovingly indicted on the train, to my dear partner in adversity. They have almost been prophetic in the last lines:

Susanna Susan Sukey Sue,
Thou art the sweetest girl I ever knew,
With the eyes of brown and cheeks of tan,
The loveliest type of American.

Susanna Susan Sukey Sue,
Well thou knowest I love thee true;
Though oft I travel the old M. & C.,
My heart, my loved one, is ever with thee.

Susanna Susan Sukey Sue,
Keep me at home if thou canst, now do;
Fain would I linger, symphony in brown,
Stern duty beckons—I must leave town!

Susanna Susan Sukey Sue,
Pray for me, lov'd one, my moments are few;
When Tyrant Duty's stern summons are still,
I'll stay at home, then, I declare I will!

'Neath our own roof-tree, then we'll be
Happy, light-hearted, joyous, free!
I'll be bedridden, dear heart 'tis true,
But ever with thee my own Sukey Sue.

Among other duties that I have performed is the carrying around my papers to subscribers in the town. One week, when father was with us, Sister Mary sent me word that she had a painting lesson to give and I must take father to drive. I walked home, hitched Dolly to the buggy and father and I returned to the office for our papers, which we carried around town. Father would drive slowly down the street while I walked and threw the papers over the fences. Every time I returned to the buggy, father would hug and kiss me tenderly, saying, "Thank you, thank you, my darling," and I was a millionaire in happiness.

Now you will wonder if I am in favor of woman suffrage; well—yes. I am like a young man of our town, whose love-affairs had been very unsuccessful. He was asked by a prominent woman suffragist if he was in favor of woman suffrage? He replied: "Yes, darn 'em!—if they want to suffer, let them suffer!" A married woman was asked if she favored the ballot for women? She replied, "I don't care one way or the other."

"If you were granted the right of suffrage, madam, who would you support?"

"The same man I have been supporting for the past ten years—my husband," she replied.

I am really, painfully apathetic on the subject of having the ballot; in fact, much prefer a first-class cook. The elections usually go my way in the south, anyway. Ten years ago I went to a big country barbecue given by a Sunday School convention. My brother was invited to deliver an address. He carefully prepared his speech and invited me to accompany him. I went! Well, he expatiated on the womanliness of woman who did not desire the ballot, that would take her out of her sphere. A country Baptist preacher came to me and said: "Miss Virginia, get up on this wagon, and tell these people that women *do* want the ballot." In the excitement of the moment I climbed up on the wagon, and, with my brain stuffed with political lore, and chafing over the small amount of legal advertising given *The Democrat,* I waxed eloquent in my counter argument. About one-half the people listened to my brother, but everybody stopped to listen to me. Even the lemonade venders closed up business for the time, and I was vociferously applauded. My brother has never invited me to go with him since, when he is invited to speak. I bribed him not to tell on me so only a very short notice found its way in the *Mercury*. The privileges of being a woman has, in my experience, far surpassed the rights she craves.

Thomas Moore, as amiable and sweet as he appears once said:

"Though an angel should write, still 'tis devils must print."

We editors can sympathize in the matter of typographical errors. History tells us that Pythagoras went to Egypt to learn three kinds of writing, the Epistolary, Hieroglyphic and Symbolic. I think that I must just naturally write samples of all three, as I have had some sad errors to occur from allowing cubs to set my editorials from manuscript. Once I wrote an obituary of a former governor of whom I said: "In his official capacity, he served with distinction to himself, and the state." Imagine my horror when the little devil of a cub, set it up and said "he served with destruction to himself, and the state." Another time I wrote a touching, beautiful obituary of a former vestryman of our church, and the devil got in the type again, and I was made to say, instead of "a Senior Warden of the Church," he was "a Serious Maiden of the Church." I wrote an able, deep editorial and spoke adversely of the course of the masses of politicians. It was not my fault that the typo made me say "them asses of politicians," by misusing a space. When we bought our first new type after father was paralyzed, and his old type was thrown aside to be shipped to the foundry, I shed a barrel of tears, and relieved my pent-up feelings by writing the following:

Ode to Our Type.

(Spelling it O-w-ed as a debt that was due, I was paying.)

For fully a fortnight it was over there on the floor, a chaotic mass of *"dead matter."* Dozens of feet passing over and standing on it, the owners ignorant of the fact that they could not find a better foundation for a firm foot-hold, than the *weekly body* of the old *Democrat*. The last of it was laid away in a long, narrow box a few days ago, and we appear in a new dress this week. Yes, we were complimented on the improvement (?) but, in spite of ourself, a feeling of sadness comes o'er us, something akin to pain, as, ruthlessly, the boy threw it all in a "pi" on the floor, laughing as he did so. It seemed almost a sacrilege, and we felt the burning tears, welling up, and our heart was heavy. It was once looked upon as the best type of a true gentleman, and now, that it is old and worn, it is thrown aside as worthless, soon to be forgotten. Ah! yes we know that on its face are marks of time, that its shoulders are bent with age, and the i's are dim; but to thus discard it, without a sigh of regret, looks unfeeling. We jocularly remark to our visitors who come in the office and lightly walk over the type: Help yourself my friend, in that *pi* you will find a "feast of reason, and a flow of soul," such as men have once, "read, marked, learned, and inwardly digested." Our friends smile and say we have a keen sense of the ridiculous. But it is like joking over the grave of a dear friend to us. Ah! what a friend in time of need it was! How many wrongs it has righted, and how many whose honor it has vindicated! Always charitable, it would accept the *lye* to its face and not resent it! Is it not an example worthy of imitation? But it was old, and our friends would find fault with it, and occasionally—indeed, very often—we would find ourself, complaining that the form was badly made up, and the face was dirty, which soiled the dress. We are sorry now that we were so cross, and it all has to go. The *caps* do not fit the new heads, and *small caps* do not suit the case; but miser-like where there were signs of a dollar or pound, and now and then a *hand* that could help us, and all that aids in *fat matter* we would cry out, "Oh! save that." How inhuman we feel! The end must come at last, and we choke back a sob which rises from the heart, and murmur:

"The bitter word which closed all earthly friendships,
And furnished every feast of love—farewell!"

My old friend, when next the gaze of curious man rests upon thy face, its brightness will dazzle him! thy body, more beautiful than ever before, will appear in a *new form* far better than the one thou hast left! And, yet does that thought ever comfort? Just one more *em brace* from the old type, and with stick in hand, we take our *e's* as best we can with the new, a little spitefully picking it up at every word. Some persons suggested a new press, but our spirit rebelled against it. No, old friend, you shall remain with us, though you do not make the same *impression* you once did; there is just a screw loose somewhere, and perhaps we can find it! We will rub your arm and joints with oil, and prove to the world, that you are as useful as of yore. It would break my heart to see *you* go; and then it looks as if the new ones coming in, were trying to set aside all the old friends of our dear invalid. If the change *must* come, let it come gradually; we shall not force or hasten it."

Mr. E. H. Butler, editor of the Buffalo *News*, would insist upon introducing me at the St. Paul convention, as a granddaughter of Henry Clay. I resented it, and informed him, I was just as proud of my grandfather Clement C. Clay, who was a Democrat, and had filled every office of importance in Alabama in the gift of the people with credit. He looked at me with an expression of pity on his face, folded his hands piously, and looked up to heaven, and said fervently: "Lord, how the mighty have fallen!"

FINALE.

Brother editors, I am sorry for you men who lack a most important article in a country newspaper office. One that has helped us out in many difficulties. It is that little instrument—yes, a hair pin, for we have used it as scissors to cut out copy, a knife to open mail and packages, pincers in making up forms and to push down spaces and leads. Hair pins and hat pins are indispensable. I mean no disrespect to Father Ryan by paraphrasing his beautiful lines, "A Land Without Ruins," in the following original lines:

AN OFFICE WITHOUT HAIR PINS.

Yes, give me an office where hair pins are spread,
And long hairs rest light on the form that is dead,
Yes, give me an office that is blest by the dust,
Shook off by a woman—the downtrodden just;

Yes, give me an office where a woman's life battle
'S fought equal with men, makes their energies rattle.
Yes, give me an office with hair pin and pin
That tells of a woman who will work and can win.
Yes, give me an office with pins on each spot
That speaks of a woman who will not be forgot.

Their hair pins and hat pins tho' rust overgrown
May yet form the weapon of Liberty's throne.
For each single pin in the office detect her—
A girl with her pins needs no other protector.

Friend Editors and Brother Printers, I thank you for your kind and patient attention, and for your words of encouragement in the past to two struggling women editors, who sought not to be your rivals, but simply your equals!

THE ANNUAL POEM.

LISPING LEAVES

BY W. E. PABOR, Pabor Lake, Avon Park, Fla.,
POET LAUREATE.

Anniversary Poem read before the National Editorial Association at its Twentieth Annual Meeting, Guthrie, Oklahoma, June 7-9, 1905.

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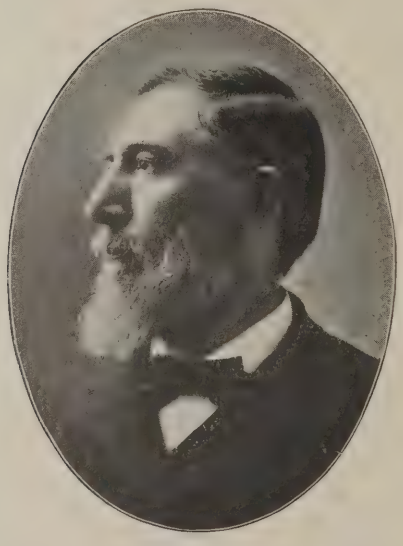
PART I—A NATURE STUDY.

It comes through the open casement
With the first faint flush of dawn,
Like a whisper, soft and swelling
From out of the lips of morn;
And no lilting lay sounds sweeter
Than the one the South Wind weaves,
As a gift to those who worship
At th' shrine of the Lisping Leaves.



William E. Pabor

The tremulous tones, so tender,
All tell of the unseen power,
That rules over rain and sunshine
And burgeons the woodland bower,
Where close to the heart of Nature
Lies balm for the one who grieves,
Till his soul is sensed with solace
That comes from the Lisping Leaves.

And when through the hours of darkness
Come the dreams that stab the soul—
When tides from the Isle of Sorrow
Their turbulent billows roll—
And when there's a throb of triumph
That forevermore deceives,
Then cometh the time to listen
For the lisping of the leaves;

That lightens the load of anguish
Too deep for pencil or pen,
'Till the hands of Time turn backward
And each is a child again,
And hears, as of old, the story
(The one that the Mother weaves)
Of the birds, the bees, the blossoms
And the lisping of the leaves.

Be he sage or be he soldier
With his books or battle blade—
One will hearken in the cloister
One will listen in the glade,
For the flutter of the leaflet
With its wealth of garnered sheaves
That comes in the early dawnlight
With the lisping of the leaves.

From the days of Eve and Adam
And the fable of fig leaves,
To the days of these new women
That the "co-ed" school achieves,
We find the feminine fancy
Falls less and less on the leaves
That carry the Eros message
To Eden's where wait fair Eve's.

But I think of Ruth, the Gleaner,
In the field of barley sheaves
And the sweet hope that was whispered
In her ears by lisping leaves;
For love is the crown of living
And a woman's heart a throne
Where she wields a greater scepter
Than the world has ever known.

PART II—THE PRINTED LEAVES.

There's another kind of lisping,
There are other kind of leaves,
That are green through all the seasons
Beneath hall or cottage eaves;
And, like Nature's leaves and blossoms
That bloom in the fields and bowers,
To the world they pulse the progress
And the heart-throb of the hours.

MRS. FRANK G. PABOR.
Who recited the Annual Poem.

There is one with Merlin's magic
That enfolds the world around;
That floats on a sheet of paper
Where the drops of ink abound;
With each lisping leaf imprisoned
Within Mergenthaler lines
That to some give fadeless laurels
And to others withered vines.

Is it but a passing fancy
Born of woodland lisping leaves
That from Nature comes suggestions
For the songs the Singer weaves;
For the thoughts that come at midnight
To be hearalded abroad
As a shining leaf of olive
Or a glittering crimson sword?

I recall the olden adage
"There's a soul in every leaf;"
Unto some, words with no meaning
But to me, a sweet belief,
Be they leaves of trees or flowers
Each a message has to men
Wiser than ever was written
By the Brothers of the Pen;—

As they listen to the lisping
That comes from electric leaves
While the editorial fingers
Shape the story into sheaves,
Unto some a golden harvest,
Unto some a flame of fire,
As they see a glad fulfilment
Or the death of their desire.

PART III—NEW ORLEANS, 1885, INSCRIBED TO THE HON. B. B. HERBERT.

To the land where the magnolia
Looks out where the Gulf waves flow,
Came a pilgrim from the far land
Of the North wind and the snow;
As he listened to the lisping
Of its leaves, he seemed to find
In their sound a mystic meaning
To his editorial mind.

There and then a tree he planted
Where it found congenial soil;
And beneath its spreading branches
Came th' slaves of the midnight oil;
While its branches grew and flourished
With its leaves of hopes and fears
To an editorial Banyan
With a growth of twenty years.

And no gun whose shot has sounded
Round the globe, to man's alarm,
Can rival the leaves whose lisping
Is full of a subtle charm;
Though tender the tone it reaches
The homes and the hearts of men
While the world is made the better
By the Brothers of th' Pen!

Who from ocean shore to ocean
And from inland lake to bay,
Have gathered each year together
As we gather here today,
And, lifting our blazoned banner
Be we grave or be we gay
We rally around the leader
Who founded the N. E. A.

May his heart be full of comfort
As we know it is with pride
As he grasps the hands that meet him
As he turns on either side;
But for him, we were as strangers;
But for him as scattered sheaves,
Who are now a band of brothers
Who listen to lisping leaves.

There are many gifted brothers
Who have fallen with the years;
There are many vanished faces
That we only see through tears;
When the lisping leaves sang "30"
As a sign their task was done
They went smiling to the new life
In the land beyond the sun;

Where the lisping leaves are fadeless
And the night is as the day
To celestial pencil pushers
As they walk the shining way;
And I sometimes think the twinkle
Of the stars is but a sign
From eyes that once looked lovingly
Into your glad eyes and mine.

N. E. A. BANNER—JUBILEE SONG—GUTHRIE TO PORTLAND.
AIR: STAR SPANGLED BANNER.

O say, do you know we have come from afar,
From our homes on the plains, by the lakes and the ocean,
With our sweet-hearts and wives, we're on board of this car,
And we're going to ride while the engine has motion.
We are out for a lark in the daylight or dark
And while on this trip we just rise to remark
That the N. E. A. Banner's afloat and we know
We will keep it a-floating, wherever we go!

From the moist Everglades, from the pine woods of Maine,
From the cliffs where the sands are both silver and golden,
From the shores of the gulf, from the fields green with grain,
We pushers of pencils, if young folks or olden,
With a loud voice declare, that as brothers we share
The belief that life's troubles are lighter than air,
As the N. E. A. Banner we lift up and cry
'Tis the Pharos whose beams light up Liberty's sky.

FRANK G. PABOR.

And whose was the hand, that first lifted our flag,
In the land where magnolias smile down upon roses?
Who still is our leader, whose steps do not lag,
Who, ever each year some new pleasure discloses?
Who but Herbert whose pen, has again and again,
Been placed at the service of newspaper men,
As the N. E. A. Banner he lifted in air
And yelled like a cow-boy, knock it down if you dare!

O then be it ever as brothers we stand,
Whatever our creed or whatever our station,
For our hearts and our homes and our well beloved land
And our sweethearts who beat all the rest of creation;
Then prosper we must, for our rates they are just,
And this is our motto: spot cash lest we bust;
For the N. E. A. Banner's afloat and you bet
We are jolly good fellows and don't you forget.

The mid-summer meeting of the Indiana Democratic Editorial Association will be held at French Lick Springs, July 13th and 14th. Henry Watterson will be one of the speakers. Splendid program and arrangements have been perfected.

THE TWENTIETH ANNUAL CONVENTION OF THE N. E. A.

GUTHRIE, OKLAHOMA, JUNE 7th, 8th AND 9th.

OFFICIAL REPORT, J. W. COCKRUM. OPENING MEETING—THE WELCOMES AND RESPONSES.

The members of the twentieth annual convention of the National Editorial Association met with the citizens of Guthrie in the Brooks Opera House, Guthrie, Okla., at 8 p. m., June 7th.

In the absence of Governor Ferguson—detained on account of the severe illness of his wife—Delegate Bird S. McGuire of Oklahoma called the meeting to order and after extending a hearty welcome on behalf of the territory, said in conclusion:

I hope every one of you when you go home will write an editorial in favor of statehood for Oklahoma regardless of any entangling alliances. And I hope before this body of editors adjourns it will pass resolutions asking that Oklahoma be made one of the states of this union. There will be no statehood for Oklahoma before a year at the earliest and by that time Oklahoma and Indian Territory will have 2,000,000 of people. The people of Oklahoma welcome you and know the power you represent. Your sentiment is the sentiment of the people and is more powerful than all other influences combined. Some of you have already been through a part of Oklahoma and Indian Territory and know we are entitled to statehood.

MAYOR'S ADDRESS OF WELCOME.

Mayor John W. Duke of Guthrie delivered the address of welcome on behalf of the city:

Ladies and Gentlemen of the National Editorial Association:—The occasion which brings us together is one of great pleasure to the citizens of Guthrie, here assembled to greet and welcome you. Of all the great and mighty influences that have been instrumental in making this the best government the world has ever known—none have exceeded the press. The press is almost always right, but right or wrong, I am for the press. Whenever I read anything in *The Leader* or *The State Capital*, I know it is true, because they never print anything but the truth. My faith in the press is equal to that of the old preacher's faith in the Bible. He told some boys of the Bible lesson he was going to read in the morning. The boys, finding the place, glued together the connecting pages. The next morning he read on the bottom of one page: "When Noah was 120 years old, he took unto himself a wife, who was," then turning the page, "140 cubits long, 40 cubits wide, built of gopher wood, and covered with pitch inside and out." He was naturally puzzled at this. He read it again, verified it, and then said: "My friends, this is the first time I have ever met this in the Bible, but I accept it as an evidence of the assertion that we are fearfully and wonderfully made."

GUTHRIE.

"If I could get you to hold such faith today I could cheerfully proceed to tell you of beautiful Oklahoma, and her wonderful resources and fitness for statehood. On the 22nd day of April, 1889, at high noon, these beautiful hills upon which the city of Guthrie now stands, became inhabited with 20,000 people, as if by magic; gathered from every state and territory in the Union, and from the four corners of the earth. Men, women and children came here determined to build a home and they have succeeded far beyond their wildest expectations. Guthrie today has a population of 27,500 people who are energetic, progressive and equal to any emergencies—even to taking care of the National Editorial Association. Guthrie is beautifully located, and has perfect sanitary drainage. The Cottonwood river runs through the city and the Cimarron is only one mile north. We have a Masonic temple worth $75,000; the city hall is worth $40,000; a public library worth $40,000; a government building under construction worth $150,000; six miles of well paved streets; a sanitary sewerage system worth $75,000; sixty miles of brick and cement sidewalks; and well equipped fire departments, consisting of three stations and the most perfect waterworks system in Oklahoma, costing $150,000. A $150,000 gas plant, a $250,000 electric light and power company, and two telephone systems. There are forty manufacturing establishments, covering twenty separate and distinct industries. There are twenty wholesale houses, handling eleven lines of goods. Guthrie has four banks with a total deposit of $2,000,000; eight railroads and the ninth one building; six city school buildings, valued at $150,000, and one county high school building, valued at $50,000; the first in the territory. A Catholic convent, the largest and best equipped business college in the southwest, and a conservatory of art and music; a school for the deaf and dumb, with an attendance of about seventy. During the past year about 300 buildings and residences were built. An electric street railway, which has several miles of road in operation, and three or four miles under construction. There are seventeen churches, representing all denominations.

Politically, we have steadily voted with a definite object in view, which I will explain by telling you of the political beliefs of three boys. A certain master taught a preparatory school for boys, and prided himself of his ability to correctly teach political economy. After several months of faithful work, he was desirous of knowing how his boys were progressing in political science, and wanted to test their knowledge. He told them he was gong to ask them to tell him why they held their particular political creeds. On his way to school that morning he caught a woodchuck in his orchard and took it along with him, and told the boys he would give it to the boy who would give him the best answer. He began by asking James why he was a republican.

"Because the republicans freed the negroes and saved the union," he answered.

"Good," said the master.

"Thomas, why are you a prohibitionist?"

"Because whisky kills more men than all the wars and pestilence would in a hundred years; wrecks manhood, devastates homes, makes widows and orphans and destroys governments."

"Excellent," said the master. Turning to Johnny, he said: "Why are you a democrat?"

Johnny promptly answered: "I am a democrat because I wanted that woodchuck."

Now, ladies and gentlemen, we have steadily sent a republican to congress for sixteen years because we wanted statehood. Johnny received the woodchuck, but as yet we have not gotten statehood. We sincerely hope that when you return to your several homes—those of you from picturesque and historical New England, you from the sunny south, and you of the Wabash and the Golden Gate, and the Pacific slope—each and all of you, we hope will carry pleasant memories with you of Oklahoma, and that you will do all in your power to influence your representatives and senators in congress to give us only our rights.

Now, in behalf of the citizens of Guthrie, I welcome you most cordially and sincerely hope and trust that all of your anticipations may be realized, your visit among us will be one of pleasure, that your journey to the Pacific coast may be all that you have expected.

"I now pass along to Senator O. R. Fegan, who will, for me, deliver to you the keys of the city. I welcome you."

WELCOME ON BEHALF OF GUTHRIE COMMERCIAL CLUB.

Hon. O. R. Fegan, president of the Guthrie Commercial Club said:

SENATOR FEGAN'S ADDRESS.

A close study of the biography of every great genius who has left his impression upon the intellectual life of the ages will show that while he was establishing his reputation, winning his laurels and acquiring his fame, his friends persistently sounded his praises, paraded his strength and boasted of his mental endowments, but when he had become pre-eminent in his particular field, they ceased their eulogies, assuming that the character of his genius was known to all.

The record of each of the few great commercial institutions that today exercise almost a predominating influence on the industrial world, will also show that while it was developing, reaching out and acquiring its colossal proportions, it almost exhausted the resources of genius in advertising its merits and parading its advantages, but as soon as it had reached a position of assured and acknowledged leadership, it ceased to advertise and quietly, tacitly and proudly clothed itself in the habiliments of greatness.

We of Oklahoma, believe that the development of this territory, during the closing decade of the 19th century, as shown by the last census bulletins, was the most marvelous achievement of the most marvelous century of time, and while these same census bulletins told a story of progress in Oklahoma that read like a tale from the Arabian Nights, and while this story caught the public fancy, encircled the globe and the world knows it by heart, yet we feel that our merits have not been fully recognized, that we are still in the stage of development where advertisement is necessary,—that we must still continue to exploit our advantages, still continue to boast.

OPENING OF OKLAHOMA.

The first opening of Oklahoma to settlement,—the wild rush of a quarter of a million people from the border lines, at the firing of signal guns, determined to secure free farms and free town lots,—was novel, spectacular, dramatic. Under these circumstances the question of the priority of claimants of town lots and fertile farms long remained in doubt. And upon the decision of this question in most of the tens of thousands of cases, a competency, and, in some instances, a comfortable fortune depended. Other questions arose to complicate the situation and long litigation followed. At this time, also, this was the Mecca of the outcast, the criminal and the thug. The irresponsible newspaper correspondent, in search of sensations and in the possession of a fertile imagination, too, flourished here. We had to contend with a bad condition at home and a worse reputation abroad. In fact, the outside world was soon made to believe that we were engaged principally in committing perjury in land contest cases, stealing horses and robbing trains. We had a wild country to subdue and make fit for the abode and comfort of civilized man. Obstacles dark and menacing confronted our people on every side. But order soon sprang out of chaos. The forces of virtue in every encounter triumphed over those of vice. Had the outside world at this time not been blinded by the false sensationalism that emanated from the centers of population in Oklahoma, they would have seen here an example of the capacity of a people for self-government that at that time had no precedent and has since had no parallel. Here, where a great commonwealth had been founded in a day, where substantial, permanent and populous cities sprang into existence within an hour, where during one whole year pending widespread and almost general litigation over valuable town lots and farm lands, two hundred thousand people lived quietly, orderly and peaceably together, protected by no law—where wild barbarism was soon dethroned and civilization, enlightenment and culture reigned—they would have seen not only a great state but a great people in the making.

It has been frequently pointed out that great crises in the affairs of a nation, a people or a state, always produce great men. This simply proves that his environment makes the man—that there is always some undiscovered genius equal to any great emergency—and that he in turn inspires others to greater achievement. A radical change in environment has a tendency to develop man's powers, broaden his intellect and increase his capabilities to do and to dare.

In Great Britain and the continent of Europe the members of the wealthy and the noble classes have long retained the position of leadership not only in the domain of pure intellect but in all the larger affairs of life. There, the practice has long been prevalent of sending the young men of these two classes abroad as soon as they had completed their college courses where they would have to mingle with alien peoples and hold converse in an alien tongue. In America, the farmer's boy, when he takes up his abode in the city to seek an education to enter the professions or engage in business, undergoes as radical a change of environment as does his more favored European cousin when he goes abroad and the results in each case are the same. In our country you will find that a majority of the leaders of men,—the moulders of events, were born upon the farm. I believe it will prove true upon investigation that every great leader—every great man—that has ever existed has undergone a radical change in his environment during some portion of the formative period of his mentality and has had to overcome difficulties which such a radical change always entails. While these intellectual giants are usually richly endowed by nature,— born great some would term it,— yet the fact remains that the greatest results are only possible amid an environ-

ment where the elements of evolutionary or sporadic development are in active process of seething fermentation. I have sometimes thought, too, that one of the elements that has helped to make our country great has been the diversified, the cosmopolitan characteristics of the population. Here in Oklahoma, people from every portion of America, from nearly every quarter of the globe, have met and mingled and their interchange of ideas, their clash of ideals has been an education, a wonderfully developing force in itself.

HAVE SOLVED GREAT QUESTIONS.

But a people may possess the characteristics, the audacity, the fire and intuition of genius as well as an individual. When they do, they are always, at first, misunderstood, their motives are generally misconstrued, their character is frequently maligned and even in the eyes of affection their conduct is sometimes incomprehensible. But, as in the case of an individual, when they triumph over all difficulties the world resounds with their plaudits and praise.

The people of Oklahoma have solved some of the greatest economic and social problems ever encountered by any aggregation of men. The development of this territory in the face of stupendous obstacles stands as a miracle of achievement. Within its borders civilization, enlightenment and hardy enterprise has each achieved its culminating triumph, the crowning victory of this victorious age.

Yes, the people of Oklahoma have been engaged in a grand work. They have been building a state. But the work is nearly done. The structure is almost completed. The great state of Oklahoma is here. The only thing necessary to completion is the mere machinery of state government, and that will come soon. It has fallen to the fortune of no other people on earth to witness and participate in the founding, the development and the growth of a great state within a decade and a half of time. The people of our sister territory have accomplished results, in the face of great difficulties, almost equal to those accomplished here. And today they face grave, complicated and far-reaching economic problems which will be precipitated by statehood, before the solution of which the wisest statesmen would stagger in dazed uncertainty. The confidence with which they await their coming is in one aspect of the case of a child,— alike, in another, it is sublime.

INDIAN TERRITORY PROBLEMS.

But the march of civilzation has been marked by the continuous encountering and solution of problems. In fact, it has consisted of nothing else. And grave, complicated and far-reaching problems, affecting a whole people and requiring early solution are, after all, but great opportunities for great achievement. I want to suggest to the representative newspaper men of the nation here assembled that the problems in Indian Territory growing out of Indian treaties and acts of Congress, affecting the Indian, his relation to the white man, the nation and the coming state, the restriction thrown around him and his holding of land and the exemption of a large portion of the lands from taxation for a long period of years while he retains the title thereto, are worthy of your profound consideration and earnest study. You are on the ground in advance of their solution. We of Oklahoma expect to aid in solving them and are not afraid to point them out, because we know they will be solved, solved soon, solved by the people of these two territories whom they affect and who have been accustomed to walk rough-shod over obstacles that seemed insurmountable. If you will follow the process of their solution you will, I imagine, find another subject worthy of study. You will also probably see some one citizen at least, of our coming state, rise to such heights of distinction by reason of their solution, that the fame of his achievements will ring 'round the world.

When a great issue or a great occasion arises, the people of this territory have always been able to lay aside petty jealousies and work together with a common purpose, to a common end. In a new and rapidly-developing section of the country like this, the struggle for supremacy among its larger towns and cities is usually characterized by venom, vituperation and abuse, but the people of this city have always refrained from saying anything about those of any rival community calculated to foster town contests or foment sectional strife. We have tried to make this a territorial city in the best and truest sense of the term and I believe the citizens of this territory have always felt at home while here. They united as with one voice in extending an invitation to you to hold your annual convention in this city and the people of all Oklahoma are your hosts today. They are here through their representative men and women to join with us in an effort to make your stay among us pleasant. But I am especially directed by our mayor, our city officials and people generally, to turn this city over to you and to ask you to take possession—to say to you the lid is off, so go forth, have a good time, paint the town a vermilion hue if you will, and Guthrie bids you welcome.

PRESIDENT W. W. SCREWS RESPONDS.

President Screws responded to the addresses of welcome as follows:

PRESIDENT SCREWS.

Our trains were a little late, but you see we are here in full force from every quarter of the Union, and prepared to do justice to the glorious things prepared for us by those for whom you have so ably and eloquently spoken. Those who so indefatigably urged the claims of Guthrie for our meeting place, had very much to say of the warmth of heart of the people who make up the population of this young giant of a city, and this territory which has sprung full-fledged upon the public boards prepared for all the honors, dignities and responsibility of statehood. In voting to come here, it was in the mind of that meeting at St. Louis to help you in your great ambition to have another star named Oklahoma and placed upon the national flag, and you can count upon the aid and influence of the National Editorial Association in your great undertaking. Where, in all history, can be found a greater progress than that which has marked every step of the people of this territory from 1889 to the present hour? Vast solitudes, whose silence was only broken by the songs of the birds or the migratory steps of the Indian, are now smiling villages with glorious women, lovely children and sturdy, strong-armed and big-hearted men, every hour adding to the material growth and honor of our country. History for many pages, would have to be searched, and then, failure would mark the efforts of those who would be seeking for a parallel case.

Those who cry expansion and fear that evil will follow every movement to extend American influence and, if need be, American possession, should read well what has followed from the statesmanship and patriotism of Thomas Jefferson and those like-minded who secured for us the imperial domain, covered by the Louisiana purchase. This fair land here was part of that great transaction and it is to the everlasting honor of those who brought it into the American fold.

LIBERTY-LOVING PEOPLE.

That you are a liberty-loving people here is demonstrated by the freedom from prejudice which is manifested in your daily walk and life and in many of your laws. Here, you can meet, in the space of five minutes, men from every state of the Union, and those who shed their blood while fighting beneath the flag of the Union, and the flag of the Confederacy. Those evil days are forgotten in the earnestness with which the past is placed behind us, and the cheerfulness with which faces are turned to the future.

I have read some of the laws of many states of the Union, but I have never read on the book of any of them, one which in spirit and letter is like that of one of the statutes of broad-minded Oklahoma. It was a surprise to me when one of your prominent citizens pointed out in all the beauty of bold, clear type, a law which provides for the burial, at public expense, of any ex-union or ex-confederate soldier, whose poverty otherwise would consign their bodies to the potter's field. Glorious thought it was, and worthy of immortality. This is the strongest evidence of obliteration of animosity between lately-contending people, that has ever been framed into law, and with reverence and affection, I lift my hat to those who enacted it.

STATEHOOD AND JUSTICE.

There seems to be an element of injustice in keeping over five hundred thousand people and an area greater than that of most of the states, from the advantages that will necessarily follow admission to statehood. I believe your hour of uneasiness on that score will not long continue for surely an American congress cannot treat with such rank injustice those who have shown the element of character which builds up countries and dignifies nations and empires. This is a new country to most of us, but we wear you near to our hearts all the same. Every man who has been an aider and abettor in building up in such a marvelously short time, so much in the way of moral and financial progress, will deserve the thanks of future generations.

We are glad to be in Oklahoma. We appreciate far more than feeble words can tell the cordial welcome to your homes and your hearts, the sincerity of which has been so unmistakably manifested. Those who do not know what lovely homes, what attractive women, what strong and able men, what an amount of churches and schools abound in Oklahoma, will learn of it when the members of the association return to their homes. In their behalf I return sincere thanks for the hospitality and kindness which has been extended to us.

The opera house was handsomely decorated with flags, flowers and green branches. Neatly printed signs, fastened on standards, indicated the seats for the delegates of each state and territory. Back of the stage was the illuminated inscription, "Oklahoma The Land of the Fair God." Under the illumination was the American flag with a vacancy among the stars which Oklahoma hopes to fill.

MORNING SESSION—JUNE 8, 1905.

The convention was called to order by President W. W. Screws.

The Divine Blessing was asked by Rev. A. B. Nicholas of Guthrie.

President Screws delievered his annual address (see addresses).

Past President B. B. Herbert: I wish to move that this admirable address of our President be referred to a committee of three to report such topics as may be accentuated by the formal action of this association, and, to save time, I will name Luther Short of Indiana, H. M. Wilson of Alabama, and H. D. Heller of Iowa.

Which motion was duly seconded, put to vote by Mr. Herbert, and carried.

Mr. McCoy of Ohio: I move you that all resolutions that may be submitted for the consideration of this convention, be referred to the committee on resolutions, without debate.

Motion seconded and carried.

President Screws announced the following committees:

Officers Reports—F. G. Prouty, Oklahoma; J. H. Duke, Mississippi; S. E. Diehl, Utah; H. M. Youmans, Wisconsin; T. G. Usilton, Maryland.

Resolutions—W. H. H. Judson, Alabama; W. F. Parrot, Iowa; S. A. Dowdell, South Dakota; J. R. Newman, Arkansas; A. W. Glessner, Illinois.

Credentials—J. Irwine Steele, Pennsylvania; G. C. Woodruff, Connecticut; F. H. Hall, Illinois; Jacob Pepperman, Alabama; C. E. Nevins, Nebraska.

Necrology—J. E. Junkin, Kansas; C. E. Bryan, Ohio; George T. Campbell, Michigan; L. E. Chandler, Massachusetts; W. J. Buie, Texas.

Treasurer's Books—J. F. Lanning, Ohio; R. B. McKee, Pennsylvania; B. F. Lowthiam, Indiana.

Ways and Means—C. B. McCoy, Ohio; John Dymond, Louisiana; C. W. Robbins, Maine; W. L. Jones, Illinois; Carl Jettinger, Ohio.

Legislative—Jasper Collins, Texas; F. H. Greer, Oklahoma; W. G. Purcell, Nebraska; W. C. Hamm, North Carolina; Wm. Lee, Iowa.

Constitution and By-Laws—W. O. L. Jewett, Missouri; E. C. Perry, Tennessee; W. R. Hodge, Minnesota; Ewing Herbert, Kansas; W. W. Folsom, Arkansas.

Social—Miss Edith Tozier, Wetherred, Oregon; Miss Florence Dymond, Louisiana; Mrs. Hart, Ohio; Mrs. R. E. Colby, Illinois; Miss Bess Munn, California.

Postal Laws—B. B. Herbert, Illinois; Joseph B. McCabe, Massachusetts; R. M. White, Missouri; A. W. Lee, Iowa; Clyde Oswald, New York.

President Screws: We have on our program an address to be delivered by Captain Richmond Pearson Hobson of Alabama. When Capt. Hobson agreed to be with us, I told him that our meeting would be the first week in June, as Mr. Greer and others thought it would be; it was found necessary to move it up one week. Mr. Hobson belongs to a literary bureau that controls his time, and he had no engagements which conflicted with this, but he had another engagement which is typified by reading the 14th chapter of Luke, and the 20th verse, which says: "I have married a wife and therefore I cannot come." I know it will be a great disappointment not to have Capt. Hobson, but I am sure you are all willing to extend to him your hearty congratulations.

President Screws then announced an address on "Woman in Journalism," by Miss Virginia C. Clay of Alabama. (See addresses, etc.)

Secretary Mr. Cochrum: We have letters from past presidents Henry and Baillio, and former corresponding secretary, J. M. Page, who send greetings and regret that they cannot be present.

The Secretary: Also telegram to the president, received this morning, from Portland, Oregon: "The Oklahoma Commissioners to the Lewis and Clark Exposition at Portland, Oregon, send greetings to the members of the National Editorial Association, and request their presence and participation in the exercises on "Oklahoma Day" at the Exposition, June 27, 1905. Leander Martin, Secy. Oklahoma Commission."

On motion, the invitation was accepted.

The Secretary: Also an invitation of the ministerial association of Guthrie, to attend services, on Sunday, June 11, 1905.

On motion, the thanks of the association were tendered to the ministers of the city.

On motion, convention adjourned until 3 p. m.

AFTERNOON SESSION—JUNE 8, 1905.

Selections: Miss Perle Dunham.

President Screws: The next paper is one on a practical matter that interests every publisher, I am sure, "Printing House Economics," by Col. John Dymond, of the *Louisiana Planter and Sugar Manufacturer.*

Col. Dymond read his address. (See addresses, etc.)

Mr. Burk of Pennsylvania: I desire unanimous consent to offer the following resolution:

Resolved, That the delegates to the convention of the National Editorial Association having witnessed the skill, care and devotion to duty of the train crews that brought our train in safety to Guthrie, over tracks badly washed by a recent storm, desire to express in this resolution their appreciation of the labors of the train men.

Resolved, That copies of this resolution be sent by the secretary to the engineers and conductors of the two sections of our excursion train.

ADDISON B. BURK,
Pennsylvania.

Resolution adopted.

The paper, "Press Muzzles in Pennsylvania," was then presented by J. S. Benn, of the Philadelphia *North American.* (See addresses, etc.)

Mr. Burk of Pennsylvania: Mr. chairman, the paper just read relates to only a part of the history of the relations of the newspapers of Pennsylvania to the Governor during the last few years. Mr. Benn with becoming modesty has said nothing about his own share in the battle that has been going on. He came to Philadelphia, conservative Philadelphia, from Kansas and brought with him some western energy that has stirred up the old state. It was largely his efforts that brought about the position of Governor Pennypacker to the reform of the press and I think that he deserves credit for not only having brought about a great political rebellion in Philadelphia, but of having defied the Governor, to prevent him from carrying out his intentions of suppressing the press. The *North American* when reorganized a few years ago, started out without regard to the advertising end of the paper, to serve the public. It battled under very discouraging circumstances for several years but at length the dawn has broken, the citizens of Philadelphia have risen under the leadership of the *North American* and are now establishing a free and independent government in that city. Although I have been credited to the *North American,* I speak freely on this subject, because I am only a contributor to its columns, I do not belong to its office force; I have had nothing to do with its battle, except to admire the bravery with which Mr. Benn and his associates have beaten down the corrupt politicians of Pennsylvania.

The convention was next entertained by the rendition of three selections, given by Prof. Ben Hennessey of Guthrie.

President Screws: "United States Postal Laws and Policies," is the title of a subject which is to be discussed by Mr. Castle, ex-auditor of the United States Postoffice Department. Mr. Castle is not here.

Mr. Herbert: Mr. Castle has sent his paper with the following explanatory letter:

ST. PAUL, MINN., June 4, 1905.

DEAR MR. HERBERT:—I find, as the time for leaving approaches, that I will be unable to go to Guthrie, as I fully intended and very much desired to do.

I therefore enclose copy of my address, and will ask you to kindly read it to the convention, or arrange to have some one else do so.

Very sincerely yours, HENRY A. CASTLE.

As our time is short, I move that Mr. Castle's paper, which is a very able one, be printed in the proceedings and that the reading be omitted.

Motion seconded and carried. So ordered.

Mr. Goodwin of Missouri: I desire to offer a resolution.

The President: The gentleman desires to present a resolution. It will be referred to the committee on resolutions, without reading or debate.

Mr. Chambless of Texas: I have a resolution also.

The President: It will take the same course.

A paper on "Newspaper Libel and the Right of Privacy," by D. M. Butler of Lincoln, Neb., was then read. (See addresses, etc.)

Mr. J. H. Potts of Troy, N. Y., was then introduced and presented a paper on "Social Service of the Press." (See addresses, etc.)

The subject of "The Public School and the Public Press" was presented by Mr. J. W. Carr, Supt. of Schools, Anderson, Ind. (See addresses, etc.)

Mr. Herbert: I am informed that the Women's Press Association of Washington, have delegates or representatives present in this city. I move that we extend to them our fraternal greeting, and that the representatives of the Washington Women's Press Association be granted the privileges of the floor.

Motion carried.

The President: The next paper is "Science of Modern Business Building," I do not know the character of the paper, but I want to interpolate one thought, and that is that the greatest modern business builder in this country, is the free and liberal use of the columns of the newspapers. Mr. Barth of Illinois, of the Sheldon School of Scientific Salesmen, will read you the paper.

Mr. Barth then delivered his address on "Science of Modern Business Building." (See addresses, etc.)

The President: The report of the committee on Postal Regulations will be read by the secretary.

REPORT OF POSTAL LAW COMMITTEE.

BOSTON, MASS., May 31, 1905.

To the Members of the National Editorial Association:

At your last annual meeting at St. Louis, President P. V. Collins in his opening address recommended the appointment of a committee on Postals Laws, and in accordance with that recommendation this committee was named. Widely-scattered as its membership is, we have been unable to hold a meeting which all could attend, and have therefore been compelled to carry on our communications with each other by correspondence, the work largely devolving upon Mr. Floyd, our Secretary, under the direction of the Chairman. Not only the members of the Committee, but many leading members of our Association were invited to make recommendations in writing, and a large mass of correspondence has resulted.

That grave abuses exist in the Postal Department is beyond question. That fact has impressed itself so generally on the publishers of the United States that all the organized associations of editors and publishers are profoundly interested in it. One of the strongest of these associations in its representative character, is made up of the principal weekly and monthly publications in and about New York City, known as the Periodical Publishers' Association. The Chairman of our Committee as a member of that organization, reported to this Committee that the New York body referred to had made a generous appropriation to secure expert counsel and advice in reference to the inequalities and hardships of our Postal Laws, on which to base comprehensive recommendation in favor of an entire revision of these laws as far as they apply to the circulation of periodicals. This work as your Committee early discovered, is most difficult. It requires a careful examination of all postal rulings, as well as all postal laws and their various amendments and interpretations, expert knowledge in reference to controverted facts, and a familiarity with the methods by which legislation can be best secured.

Under these conditions, your Committee deems it the best policy to recommend that the National Editorial Association either continue your present Postal Committee or appoint a new committee, as it may see fit, with authority to coöperate with any other publishers' asssociation or committee thereof in an effort to secure the postal reforms

which this Association favored. We believe that if the publishers of the United States can unite on a plan for coöperative effort the desired reforms can be much more rapidly and effectually secured than by divided efforts. Powerful influences are vigorously opposed to some of the changes we most need and which ought in all fairness and equity to be granted without opposition. The influence of this Association, we believe, if brought solidly to bear, can be made the most potential factor in securing our aims, and we have no doubt that our aid will be cordially welcomed by all the other associations that are now considering the subject. All of which is respectfully submitted by the postal laws committee.

Chairman, John A. Sleicher, *Leslie's Weekly,* 4th Avenue, New York.

B. B. Herbert, NATIONAL PRINTER-JOURNALIST, Ravenswood Park, Chicago, Ill.

W. S. Cappeller, Mansfield *Daily News,* 93 W. 4th St., Mansfield, Ohio.

J. G. Baumgartner, Pasadena *Star,* Pasadena, California.

Secretary, Robert Mitchell Floyd, *Trade Press List,* 50 Central St., Boston, Mass.

Report accepted and ordered printed in proceedings.

The convention adjourned 8 p. m.

EVENING SESSION—8 P. M. JUNE 8, 1905.

Convention called to order by First Vice-President W. W. Folsom.

Chairman Folsom: The first number is the annual poem by Hon. W. E. Pabor of Avon Park, Fla.

The poem was recited by Mrs. Frank G. Pabor.

Chairman Folsom: The next number on the program is a recitation by Mr. Ben Hennessey:

(Three selections.)

Chairman Folsom: The next number on the program is the report of the necrology committee, by Mr. J. E. Junkin of Kansas:

REPORT OF NECROLOGY COMMITTEE—By Chairman J. E. Junkins of Kansas.

COL. D. R. ANTHONY.

Col. D. R. Anthony, the Nestor of journalism in Kansas, passed away during the past year. He was eighty years of age, and died in the harness, active, forceful and magnetic up to almost the hours of his death. He was the editor and proprietor of the Leavenworth *Times* for over forty years and made his impress upon the history of the Sunflower State. He was almost an incarnation of force and assertiveness, yet his one regret in speaking of his life was that "I have not been positive enough." He was what the Psalm of Life would call "a hero in the strife" that made Kansas a free state and has kept that commonwealth in the public eye for two score of eventful years.

J. F. SMART.

At his home in Leesville, La., on Feb. 6th last, Mr. J. F. Smart, editor of the Vernon *News,* laid down the labors of earthly life. He was forty-two years of age at his death, and had been active in the work of editor, teacher and public official. From a tribute written by his contemporary we clip this estimate of the man's life and character.

"John F. Smart was a man of the day, and during his life he took an active part in all matters pertaining to government, local, state and national, and when his voice or pen was raised for or against an issue of whatever nature, it expressed the true thought of the man, and was, undoubtedly for the best as he saw it."

To his widow and to the people whom he loved and served this association tenders its profound sympathy. No higher tribute can be paid any man than that he did his duty as God gave him the light to see it. This, we understand, was the guiding star of our departed brother.

IRA L. CAMPBELL.

Ira L. Campbell, editor *Daily and Semi-Weekly Guard,* Eugene, Oregon, died at his home, Oct. 15, 1904, from a stroke of paralysis, which seized him as he was preparing to attend the annual session of his state association. Mr. Campbell was a charter member and past president of the Oregon Press Association and seven times a delegate to the N. E. A. He had been publisher of the *Guard* for twenty years. His widow, two daughters and two sons survive him, and to them this body extends sincerest sympathy. His work in the development of the Oregon country will ever stand a monument to his patriotism and his unselfish devotion to the highest ideals of the true newspaper worker.

DR. PARKER.

Dr. Parker of the Kendalville, Ind., *News,* is reported among those who have been called to their reward on the other shore. He was a member of the Indiana association, but we have no further data concerning his work.

JOHN HOPLEY.

Editor of the Bucyrus, Ohio, *Weekly Journal* and *Daily Evening Telegraph,* passed from this life, June 3rd. Mr. Hopley was one of Ohio's oldest editors and was one of the last of the old school of journalists to leave the stage. His newspaper career covered a period of thirty-seven years in the Ohio field and at the time of his death he was probably better known by the fraternity of the state than any other man.

Mr. Hopley was formerly quite active in association work and was a member of the N. E. A.

GENERAL CLARENCE L. SMITH.

Editor of *The Fairmount,* W. Virginia *Index and Lines,* died at his home in Fairmount, Feb. 9th. In all walks of life, whether in business affairs, in politics, as a newspaper editor or as a military commander, General Smith was extremely popular with those associated with him and his death was a severe loss to the newspaper fraternity of "The Little Mountain State."

WILLIAM H. RUBY.

Editor of the Maryland *Journal,* Townson, Maryland, died on Sunday. Mr. Ruby was the oldest editor in the state and belonged to the old school of newspaper proprietors. He established the Maryland *Journal* at Townson, Jan. 1, 1865, and has continued the paper ever since. During President Cleveland's second term Mr. Ruby was commissioner of immigration at the port of Baltimore. Mr. Ruby was forty years a Mason and an Odd Fellow for 52 years.

FRANK R. GILSON.

Frank R. Gilson, editor of the Benton Harbor (Mich.) *Palladium,* and past vice-president of the N. E. A., died at his home July 4, 1904, after a lingering illness of several months. There was scarcely a better known or more respected member of this association, for he had for many years been prominent in our councils; twice candidate for the presidency, lacking but one vote of attaining that honorable position.

In his editorial career, which covered the entire field of the mechanical and editorial departments, Mr. Gilson was an honor to the profession. His sincerity of purpose, his lofty ideals, his qualities of mind and heart all stamped him as a man whose loss we deeply deplore.

Mr. John M. S. Hunter of Maine, a man that we all loved, meeting him year after year for probably ten or twelve years in association work, has passed away during the year. No data has been handed to me in regard to Mr. Hunter, but Past President Herbert has been asked to make some remarks later on as to the life and character of Mr. Hunter.

Then there is Col. Craddock, whose name has been mentioned to me since I have been on the stage. Col. Craddock was one of the well known characters of the association for the last several years. Year after year we have met the genial Colonel, and we enjoyed his presence very much, and I regret very much that he and these others about whom I have spoken, are not here to be with us today.

The Chairman, Mr . Folsom: The next number on the program is a vocal solo by Miss Oliphant of Mangum.

Chairman Folsom: The next number on the program will be an address by Mr. Campbell of Michigan.

Mr. Campbell: Mr. President; I had considered, friends of the association, that when Mr. Junkin completed his remarks, that the memorial portion of this service was completed, but it has been thought that possibly an extra word might well be said in the behalf of one who is well known, well loved by the members of the national association.

For many years, those of you who have been attending these meetings, have met one who has impressed you as being a superior man, one who by the high qualities of his mind and his heart has won a place in your affection which I am sure will never be gained by another; one who was so gentle and yet so courageous; one who was so tender and loving and yet on occasion, when the occasion required, could be as bold as the necessity demanded. To those of us of Michigan who knew Frank R. Gilson more intimately, there was none who held a higher place in our minds. There was none to whom we looked more for counsel and for assistance; none whose judgment we depended upon more; none whom we regarded as being better qualified for any position in the gift of our state association, and in the gift also of the National association, and therefore it is no wonder that as we came to these meetings, we years ago asked you to confer upon him and upon yourselves, the honor of an official position, and I believe that you did reflect credit upon this National Association when you elected him to the second vice-presidency and when you gave him two years ago at Omaha such a magnificent vote for the first office in the gift of this association, where he lacked but one vote of being elected the president of the National Association, one which would not only have been deserving of him, but which he would very much have appreciated.

A little short time after that meeting and before the next meeting which was held at St. Louis, our friend and your friend was stricken suddenly with apoplexy, and for weeks, at his beautiful home in Benton Harbor, he lay upon his bed still trying to do the work of editing his daily paper and of directing his large business. But finally his weak and tired nature was obliged to give away to the ravages of disease and in time he was obliged to sell his plant and finally as he grew weaker and weaker, and on the Fourth of July last, on that great Independence Day, his noble spirit departed. Those of us who knew him in life, I am sure respect him in his death. We have appreciated his kind qualities of mind and heart; we have loved him, we have honored him. We meet today in this first association since he was taken from us, and I am sure that you, the members of this national association, are glad though I wish it might have been from some abler tongue, but I am sure you are willing to pause for just a moment and think of him and think of his memory; think of him as he met with us in the years past and of the many happy occasions and many happy reunions: the words of counsel that we have listened to from his lips, and the kindly greeting with which he has always met us.

For such lives as his, breathe fragrance as the rose; fragrance that will never be forgotten; fragrance that will never be lost, and I believe the National Editorial Association, of which he was a member for fifteen years, will always be benefited by his life and by his character.

Chairman Folsom: Past President Herbert will address you in regard to our departed brother, Hon. J. M. S. Hunter of Maine.

Mr. B. B. Herbert: Members of the Association: This life is a mystery, it is filled with struggle, and the parting is sometimes very sad, but yet there is a hope for the future, and many men leave behind a memory that lightens up the future with greater hope.

One of the grandest passages to me, ever written or spoken by that great prophet of the old testament, Isaiah, the patriot as well as prophet, were the words of the first and second verses of the 32nd chapter, where in prophesying of the future he said:—"Behold, a king shall reign in righteousness and princes shall rule in judgment. And a man shall be as a hiding place from the wind and a covert from the tempest; as rivers of water in a dry place, as a shadow of a great rock in a weary land."

"As the shadow of a great rock in a weary land" was the character of Mr. Hunter. He stood ever firm as the pine trees of his own state. He was a man of deep convictions and his neighbors could rely upon his printing in his paper the truth as he believed and as he was willing to live, and that he was willing to give up his life to maintain. He was as "the shadow of a great rock in a weary land" and what an inspiring thought it is that in our work as editors we may, in our papers, by firmness of principle, by loyalty to all that is noble and true, by planting our feet firmly upon righteousness and justice, and giving to the world that information which shall lead them forward, our papers may be as restful to our readers as "the shadow of a rock in a weary land;" that they may come to look upon us with confidence, feeling that we may never be moved or swerved from our course and that whatever we say they can rely upon, and be willing to build up their characters and their beliefs upon. That was the leading characteristic of Mr. Hunter. He was firm, it mattered not whether his own self interest came in contact with his principles or not, he never for an instant wavered, but his principle stood first at the sacrifice of his self interests.

He was a true man, a noble man, a quiet man, an unassuming man, a gentle man, and as we met him, some, probably few, a very few, really got real close to him because he was so reserved, but when we knew him thoroughly and knew of his life work and of his consistency, and of his services, and of the consistent example that he set in his calling, we then came to recognize that he was one of the rocks of our profession. One of the noblemen to whom the people could look. My mind is full of that thought, I cannot rid my mind of it, that how important it is for us to feel that we have a principle for which to strive, and that we must always be true to the line; that we never will swerve from our course for any interest or any feeling, but will treat all fairly, honestly, justly and righteously, and that in our papers we will give to the people, to our readers, such things as they can rely upon, and that when they turn to us as the old readers of the New York *Tribune,* for twenty years during the best years of Horace Greeley, used to turn to the *Tribune,* they can turn to our papers and say, we know, we believe, and we are willing to accept these as the truths believed in by the editor.

I do not wish to dwell long upon Mr. Hunter's life; he lived, he worked, he died; he occupied no high position; but his life had the true nobility, the true granduer that any life can have, the granduer of usefulness, of truthfulness, of loyalty to principle: of justice, of righteousness, and such an influence will never die, and as the ages roll on it will widen and widen from our different counties throughout all this country. Men who have read our words, if we have given them the truth, if we have instilled into them the ideas of patriotism, loyalty, truthfulness, justice and righteousness, and have laid these higher ideals before our readers month after month, and year after year, we have somewhere sowed good seed that may spring into life in some distant state and develop to the blessing of other communities. I thank you.

Mr. Junkin: One more name should be added to our report. That of J. W. Buchanan of Grenada, Miss. We all remember Mr. Buchanan, how outspoken he was when he had an opinion upon any subject, how heartily he entered into all the enjoyment of our National Association, and how faithful he was in attendance at every meeting, and I might say at every session of every meeting Mr. Buchanan was with us.

In thinking about these newspaper men who have gone before, I tried to remember an appropriate verse from Gray's Elegy, "In a Country Churchyard." There is certainly something in that remarkable poem that ought to fit the case of the newspaper man, and this is the one verse that seemed to me to state it exactly:

"Large was his bounty, and his soul sincere,
Heaven did a recompense as largely send;
He gave to Misery all he had, a tear,
He gained from Heaven ('twas all he wished) a friend."

The convention adjourned until 9:30 a. m., Friday, June 9.

FRIDAY MORNING JUNE 9, 1905.

After calling the convention to order President W. W. Screws made the following explanatory remarks:

Those of you who received a circular letter from the president dated May 9th, in reference to a request that had been made by a very few members, that the executive committee of this association be called in extra session for the purpose of considering certain matters that were outlined in the letter that was sent to most of the delegates and committeemen, will no doubt remember that in that circular letter it was stated distinctly that the program of the National Editorial Association would be carried out as published so far as our meetings were concerned, beginning on Tuesday and ending on Friday afternoon at our pleasure. There are some who seem to think that because of an invitation to attend an entertainment that has been provided by private individuals to take place on Sunday that some action should be taken by this association in reference thereto. The people of Guthrie, I am sure everyone here will agree with me in saying, are equals in refinement, in culture, in courtesy and in hospitality to any given number of people to be found in the United States. (Applause.) I venture that in no city of one hundred thousand population from the Atlantic to the Pacific, from the north to the south, can you find a greater proportion of intelligence, and ability than has been showered upon us during our three days in this community. (Applause.) The entertainments have been of their own volition. They are the entertainments of this good and cultured people. The National Editorial Association has no more to do with them than any other community one thousand miles from here. Nor have we anything to do with any entertainment that may take place next Sunday. Because the train that bears the delegates from this city at six o'clock this evening will be composed of delegates of the National Editorial Association, it does not follow in any degree this association is responsible for that train or for any place to which the people on it may go. This is a great free country. Our constitution guarantees to us freedom of religion and freedom of thought and I am in every way willing that everyone shall exercise his own conscience and his own religion in his own way. I have only to say that I want the world to know that the National Editorial Association is not responsible as a body for anything, except its own announced program, that may take place since we left home and until we return. I did not expect to refer to this matter. Some of the ministers have desired to come here and offer a protest against it. I told them that the convention as a body was not going and did not, as an association, intend to go there Sunday. Some members desired to bring in a protest. I told them I did not wish them to do that, but that in deference to their wishes I would make this statement before you all. (Applause.)

Mr. Wm. Southern, Jr. of the *Examiner,* Independence, Mo., delivered an address entitled "Newspaper Diplomacy—Tell the Truth." (See addresses, etc.)

Hon. Luther Short of Indiana submitted the following:

REPORT OF COMMITTE ON THE PRESIDENT'S ADDRESS.

We, your committee to whom was referred the President's address, respectfully report that we have carefully considered the same and most heartily endorse the entire address and are especially desirous to commend the high moral tone of the same and urge the careful consideration and general adoption of the principles enunciated therein.

Respectfully submitted,
LUTHER SHORT, Indiana,
H. M. WILSON, Alabama,
H. D. HELLEN, Iowa,
Committee.

On motion the report was adopted.

Mr. A. W. Glessner, Inland Daily Press Association, moved:

In order that sufficient time may be given the corresponding secretary for the proper provision of transportation and accommodations for delegates, be it ordered that the secretary in future require payment by delegates of all fees and assessments ten (10) days prior to date of rendezvous, but all Pullman and other expense fees that may have been paid shall be returned if notification of inability to attend shall reach the corresponding secretary forty-eight hours prior to date of rendezvous.

Motion adopted.

Moved by J. Pepperman, Alabama:

That at future sessions of the "N. E. A." the official badges of this association be distributed by the corresponding secretary of this association and then only through the executive committeeman of the respective states represented in this association.

Carried.

REPORT OF COMMITTEE ON WAYS AND MEANS.

June 9, 1905.

Hon. W. W. Screws, President N. E. A.

Your committee on ways and means begs leave to report a recommendation that the existing system of collecting revenues for the association be continued for the ensuing year without change.

C. B. McCoy, Chairman.
John Dymond,
C. W. Robbins,
W. L. Jones,
Committee.

Report adopted.

REPORT OF COMMITTEE ON OFFICERS' REPORTS.

Mr. President: The committee on officers' reports beg leave to report that there is nothing for us to do as the finance committee has examined the books and found them correct.

Frank G. Prouty,
Chairman.

Adopted.

H. G. Gilstrap of Chandler, Okla., delivered an address on "The New State and Its Newspapers. (See addresses, etc.)

William Allen White, *Gazette,* Emporia, Kans., delivered an address on "Newspapers and Reforms." (See addresses, etc.)

Past. Pres. B. B. Herbert moved to refund twenty-five dollars to the Mississippi delegation for amount of per capita tax overpaid on delegates.

Motion carried.

REPORT OF COMMITTEE ON CREDENTIALS.

The committee on credentials submitted the following report which was approved:

DELEGATES TO THE TWENTIETH ANNUAL CONVENTION OF THE NATIONAL EDITORIAL ASSOCIATION OF THE UNITED STATES.

GUTHRIE, OKLAHOMA, JUNE 7, 8, 9, 1905.

A star (*) preceding name of delegate indicates that he is accompanied by his wife or other person.
Two (**) indicates two persons, etc.

(Officers, Executive Committee, Life and Honorary Members, same as printed in the June issue.)

LIST OF DELEGATES.

Alabama—Alabama Press Association—*Ex. Com. Jacob Pepperman, *Southern Odd Fellow,* Montgomery, Ala.; Miss Virginia C. Clay, *Democrat,* Huntsville; J. H. F. Mosely, *Labor-Advocate,* Birmingham; W. H. H. Judson, *Weekly,* Bessemer; **J. H. Hard, *Journal,* Bessemer; *H. M. Wilson, *News,* Opelika; **A. W. Holstun, *Sun,* Lafayette; F. L. MacKenzie, *Weekly,* Tallassee; **Geo. W. Read, *Herald,* Ensley; *W. M. Tucker, *Express,* Demopolis; R. L. O'Neal. *Mercury,* Huntsville; J. C. Lawrence, *Breeze,* Union Springs; R. E. L. Neil, *Journal,* Selma; *W. M. Meeks, *Times-News,* Gadsden; *H. S. Doster, *Progress,* Prattville; ***R. H. Walker, *Democrat,* Athens; *C. H. Greer, *Standard,* Marion.

Arkansas—*Chas. M. Clark, *Standard,* Arkadelphia; W. B. Folsom, *Argus,* Brinkley; J. R. Newman, *Times,* Harrison.

Southern California—*Ex. Com. J. P. Baumgarten, *Star,* Pasadena; Grace Tower, *News,* Pasadena; Bess Munn, *Register,* San Jacinto.

Colorado—Ex. Com. C. E. Wood, *Telegraph,* Colorado, S.; **O. H. Wangelin, *Herald,* Boulder; C. H. Wolfe, *Tribune,* Greeley; *A. C. Newton, *News,* Grand Junction; *Geo. W. Johnson, *Call,* Longmont; *S. S. Case, *Journal,* Castle Rock; S. W. Raymond, *Herald,* Durango; *Leo Vincent, *Camera,* Boulder; Carl Anderson, *Courier,* Fort Collins.

Connecticut—Ex. Com. G. C. Woodruff, *Enquirer,* Litchfield; Arthur S. Barnes, *Press,* Bristol; W. S. Sharp, *Record,* Seymour; H. B. Hale, *Gazette,* East Hartford.

Florida—Florida Press Association—Ex. Com. C. L. Bittinger, *Star,* Okalla; *Philip Isaacs, *Press,* Fort Myers; Allan Reid Parrish, *Fruit Grower,* Miami; *Frank C. Pabor, *Pine Apple,* Avon Park

Georgia—P. T. McCutcheon, *Banner,* Nenan.

Idaho—Idaho State Press—Chas. A. Hackney, *Eagle,* Meadows; *Frank S. Harding, *Signal,* Weiser.

Illinois—Illinois Press Associationn—*L. A. Constantine, *Post,* Aurora; **H. D. Hemens, *Courier,* Elgin; *C. W. Bliss, *News,* Hillsboro; *J. M. Breen, *News,* Tulaca; *J. M. Sheets, *Oracle,* Oblong; *C. J. Lumpkin, *Enquirer,* Carlinville; Chas. B. Mead, *Republican,* Geneva; B. F. Shaw, *Telegraph,* Dixon; R. L. Davis, *Dem. Message,* Mt. Sterling; *M. H. Spence, *Gazette,* Elmwood; J. H. Stokes, *Journal,* Highland; **Miss F. A. E. Wright, *Herald,* Hinsdale; *J. W. Wild, *Free Press Gazette,* Nokomis; Anna B. Jencks, *Republican,* Henry; *E. B. Spink, *Times,* Chandlerville; ***G. W. Hughes, *Register,* Clinton.

Illinois Democratic Association—*L. B. Stringer, *Courier,* Lincoln; *C. C. Givens, *Dem. Message,* Mt. Sterling.

Military Tract Press Association—*Ex. Com. Will Curtis, *Star,* Kewanee; Geo. W. Cyrus, *Journal,* Camp Point; A. E. Stetson, *Messenger,* Neponset; *J. C. Coulson, La Harpe.

Illinois Republican Association—*Ex. Com. W. L. Jones, *Journal,* Lebanon; Ralph B. Parker, *News-Herald,* Lincoln.

Inland Daily Press Association—*Ex. Com. A. W. Glessner, *Gazette,* Galena; *P. S. McGlynn, *Dispatch,* Moline; A. W. Lee, *Courier,* Ottumwa, Iowa; W. L. Lane, *Journal,* Muscatine, Iowa; Mrs. F. S. Greenleaf, *Journal,* Savanna, Ill.; F. H. Hall, *Herald,* Joliet, Ill.

Illinois Woman's Press Association—*Ex. Com. Rose L. Colby, *Star,* Chicago; *Mrs. Estella Ryan Snyder, Chicago.

Indiana—Democratic Editorial Association—Ex. Com. L. G. Ellingham, *Democrat,* Decatur; *B. F. Louthian, *Pharos,* Logansport; *Luther Short, *Star,* Franklin; *Geo. T. Fowler, *Times,* Frankfort; **A. B. Crampton, *Citizens Times,* Delphi.

Indiana Northern—Ex. Com. Will E. Beeson, *Journal,* Winchester; M. W. Pershing, *Advocate;* Tipton; *J. E. Buchanan, *Dispatch,* Auburn; *Miss Harriet Conlogue, *Sun,* Kendalville.

Indiana Republican Association—Ex. Com. W. S. Montgomery, *Republican,* Greenfield; *W. H. Craig, *Ledger,* Noblesville; W. B. Maddoche, *News,* Bloomfield; G. H. Hamilton, *Argus,* Thornton; *Thos. J. Brooks, *Mail,* Bedford; E. O. Rose, *Magnet,* Angola; L. N. Hines, *Times,* Union City.

Southern Indiana Association—Ex. Com. W. S. Chambers, *Democrat,* New Castle; Chas. W. Thomas, *Democrat,* Corydon.

Iowa—*Ex. Com. W. F. Parrott, *Reporter,* Waterloo; Mrs. Matt. Parrott, *Reporter,* Waterloo; *Harvy Ingham, *State Register,* Des Moines; Mrs. Lafe Young and Miss Harrick, *Capital,* Des Moines; O. E. Hull, *Reporter,* Leon; *E. A. Snyder, *Independent,* Garrison.

N. E. Iowa Association—*Ex. Com. G. P. Linn, *Gazette,* Sumner; *Edgar F. Medary, *Democrat,* Waukon; *W. R. Lecompte, *Republican,* Corydon.

Upper Des Moines Iowa Association—**Ex. Com. C. D. Helen, *Journal,* Webster City; *Wade Grey, *Standard,* Jefferson; *C. H. Smith, *Messenger,* Fort Dodge; C. S. Turril, *Bee,* Jefferson; *C. A. Noble, *Graphic,* Glidden; *Jno. R. Kamrar, *Daily Journal,* Webster City; *Ralph Robinson, *Journal,* Newton; W. I. Branagan, *Democrat,* Emmetsburg.

Indian Territory—H. L. Shackleford, *New Era;* Wynnewood; H. H. Jenness, *Chieftain,* Okmulgee; John Casteel, *Eagle,* Roff; *A. Z. Sterling, *Tribune,* Holdenville.

Kansas State Association—Ex. Com. S. W. McGarrah, *Nationalist,* Manhattan; *Tom Charles, *Freeman,* Bellville; *Mack P. Cretcher, *Pantagraph,* Sedgwick; Miss S. W. Leftwich, *Tribune,* Winfield; **R. P. McColloch, *Star,* Wichita; W. G. Anderson, *Daily Traveler,* Arkansas City; Ewing Herbert, *World,* Hiawatha; *Herbert Cavaness, *Tribune,* Chanute; *W. R. Smith, *Eagle,* Garnett; *A. M. King, *Gazette,* Plainville; A. H. Turner, *Times,* Chanute; E. L. Cline, *Star,* Conway Springs; *Jas. Pontius, *Democrat,* Hanover; *V. L. Lane, *Herald,* Wyandotte; W. H. Peter, *Mirror,* Olathe; J. Bryan Cain, *News,* Belle Plaine.

North Central Kansas Association—*Ex. Com. W. L. Chambers. *Record,* Stockton.

Seventh District Republican Editorial Association—Ex. Com. J. E. Junkin, Sterling *Bulletin;* Mrs. Noble Prentiss, *Newton Kansan,* Topeka; Gerald Volk, *Register,* Wichita; *W. M. Glenn, *Republican,* Tribune.

Kentucky—*W. Q. Adams, *Inquirer,* Owensboro; Jno. J. Barry *Echo,* New Haven.

Louisiana—Louisiana Press Association—*Ex. Com. John Dymond, *Planter,* New Orleans; H. L. Gueydan, *News,* Gueydan; Chas. E. Schwing, Plaquemine; Miss P. P. Callahan, *Enterprise,* Washington; Dr. C. J. Edwards, *Meridional,* Abbeville; *Hon. John Marks, *Pioneer,* Napoleonville; *W. L. Ingram, *Times,* Shreveport; Miss Florence Dymond, *Planter,* New Orleans.

Maine—Maine Press Association—Ex. Com. Louis O. Haskell, *Advertiser,* Pittsfield; *C. W. Robbins, *Enterprise,* Old Town; **J. C. Cilley, *Courier-Gazette,* Rockland; *H. E. Boditch, *Journal,* Augusta; E. A. Merriman, *Bulletin,* Madison.

Maryland Peninsular—*Ex. Com. F. G. Usilton, *News,* Chester-

town.

Massachusetts—Ex. Com. Louis E. Chandler, *Journal,* Palmer; five delegates paid.

New England Suburban Association—Ex. Com. Geo. F. Fairbanks, *Bulletin,* Natick, Mass.; *E. H. Pierce, *Journal,* Revere, Mass.; Geo. M. Barron, *Reporter,* Foxboro.

Michigan—*Ex. Com. Geo. T. Campbell, *Argus,* Owosso; *Wm. P. Nisbett, *Herald,* Big Rapids; *M. L. Izor, *Express,* Durand; *Chas. F. Gee, *Record,* Ann Arbor; *D. E. Hubell, *Leader,* Marlette; **Fred Slocum, *Advertiser,* Caro; *Oron Pierce, *Times,* Detroit.

Minnesota—*Ex. Com. Irving Todd, *Gazette,* Hastings; David Ramaley, A. O. U. W., *Guide,* St. Paul; Cornelius Berghius, *Herald,* Clara City; *H. C. Hotaling, *Enterprise,* Mapleton; *H. I. Peterson, *Independent,* Litchfield.

Northwest Pub. Association—Ex. Com. W. R. Hodges, *Herald,* Sleepy Eye; C. D. Belden, *Transcript,* Austin; S. J. Huntley, *Messenger,* Wykoff.

Mississippi—*Ex. Com. J. H. Duke, Scooba; *Miss Kate Cashman, *Post,* Vicksburg; *Mrs. H. H. Burt, *Challenge,* Clarkedale; H. W. Sanders, *Democrat-Herald,* Charleston; C. H. Black, *Democrat,* Tunica; *J. A. Richardson, *Tocsin,* Indianola; R. T. Quinn, *Journal,* McCombes City; Mrs. F. R. Birdsall, *Sentinel,* Yazoo City; P. K. Whitney, *Herald,* Utica.

Missouri Press—Ex. Com. W. R. Painter, *Democrat,* Carrolton; Wm. Southern, Jr., *Examiner,* Independence; J. M. Sosey, *Spectator,* Palmyra; *W. O. L. Jewett, *Democrat,* Shelbina; *H. F. Stapel, *Mail,* Rockport; B. A. Ray, *Democrat and Register,* Bonneterre; H. A. Gass, *School Journal,* Jefferson City; *Wes. L. Robertson, *Democrat,* Gallatin; Geo. A. Trigg, *Conservator,* Richmond.

Northeast Missouri Press Association—Ex. Com. Jno. W. Jacks, *Standard,* Montgomery City; *O. D. Gray, *Leader,* Sturgeon; W. C. Speer, *Leader,* Sturgeon.

Southwest Missouri—Ex. Com. J. G. Newbill, *Express,* Springfield; H. R. Snyder, *Republican,* Springfield.

Nebraska—Nebraska State Press Association—Ex. Com. S. E. Cobb, *Enterprise,* Emerson; **C. E. Nevin, *Advocate,* Laurel; L. A. Varner, *Sun,* Sterling; **W. G. Purcell, *Chief,* Broken Bow; *M. W. Murrey, *Times,* Pender; *F. O. Edgecomb, *Signal,* Geneva; T. M. Johnson, *Register,* Chappell; Mrs. A. J. Shumway, *News,* Harrisburg.

New York—Ex. Com. H. J. Knapp, *Advertiser,* Auburn; *Jno. Clyde Oswald, New York; Jas. H. Potts, *Times,* Troy; ***Chas. C. Overton, Brooklyn *Journal,* Coney Island; *W. J. Allen, Adams.

North Carolina—Ex. Com. J. J. Farriss, *Enterprise,* High Point; W. B. Westlake, *Citizen,* Asheville; J. O. Atkinson, *Christian Sun,* Elton College; W. K. Jacobson, *Progress,* Washington; C. H. Poe, *Farmer,* Raleigh; Thad R. Manning, *Gold Leaf,* Henderson; D. J. Whichard, *Reflector,* Greenville; H. C. Martin, *Weekly News,* Lenior; *W. C. Hammer, *Courier,* Asheboro.

Ohio—Ohio Associated Dailies—*Ex. Com. Wm. Miller, *Press Rep.,* Springfield; Louis H. Brush, *News Review,* East Liverpool; H. D. Campbell, *Republican Gazette,* Lima; Mrs. Z. P. Hart, *Daily Tribune,* Warren; *John M. Amos, *Jeffersonian,* Cambridge; *F. A. Rowley, *Times,* Lorain; J. S. Wilson, *Beacon-Record,* Ashtabula; *Jno. C. Handcock, *Gleaner,* Massillon; *Malcolm Jennings, *Daily Gazette,* Lancaster; *F. A. Hoiles, *Daily Review,* Alliance; A. C. Dickinson, *Tribune,* Newark.

Buckeye Press Association—Ex. Com. C. A. Jettinger, *Kleeblatt,* Delphos; *C. W. Bloom, *Mirror,* New Paris; **Geo. Runyan, *Record,* New London; *Benj. F. Gayman, *Times,* Canal Winchester; H. B. Rusler, *Gazette,* Centerburg; *C. R. Callahan, *Gazette,* Bellvue; C. C. Day, *Times,* Seville; *Geo. E. Wood, Bellvue; *W. G. Hoffer, *Herald,* Willshire; J. A. Hamilton, *Crescent,* Orville; W. J. Aleshire, *Derrick,* Gibsonburg.

Ohio Editorial Association—Ex. Com. C. B. McCoy, *Age,* Coshocton; J. F. Laning, *Ohio Law Bulletin,* Norwalk; *H. E. Amos, *Jeffersonian,* Cambridge; *C. C. Fowler, *Dispatch,* Canfield; H. A. McKenzie, *News,* Waverly; *W. B. Hearn, *Republican,* Cadiz; *W. T. Amos, *Democrat,* Sidney; J. P. Mahaffey, *Herald,* Cambridge; W. N. Scott, *Beacon Record,* Ashtabula; C. B. Unger, *Herald,* Eaton; *F. G. McCracken, *Examiner,* Bellefontaine; Georgia Hopley, *Evening Telegram,* Bucyrus.

Hocking & Ohio Valley Editorial Association—Ex. Com. C. E. Bryan, *Democrat,* London; T. E. Harwood, *Gazette,* Springfield; *J. M. Goeke, *Express and Westbote,* Columbus; *Jno. L. Trauger, *Semi-Weekly,* Westbote, Columbus; *C. E. Peoples, *Democrat,* Pomeroy; *Edw. T. Wetzler, *Eagle,* Lancaster; *Frank S. Robinson, *Jeffersonian,* Cambridge.

Oklahoma—Oklahoma Press Association—**Ex. Com. F. G. Prouty; **W. F. Hatfield, *Pioneer,* Alva; **M. L. Thomas, *Vidette,* Pond Creek; *Mrs. J. C. Miller, *Breeze,* Bliss; Ed. Clark, *News,* Jennings; *Geo. Ferguson, *Republican,* Watonga; *Roy Stafford, *Oklahoman,* Oklahoma City; J. S. Fisher, *Herald,* Carnegie; **Horace Sheppard, *Times,* Altus; F. D. Northrup, *Farm Journal,* Oklahoma City; *E. T. Rehfield, *Gazette,* Harrison; **Will L. Bradford, *School Journal,* Oklahoma City; **H. B. Gilstrap, *News,* Chandler; *J. J. Burke, *Transcript,* Norman; *R. C. Echols, *Star,* Mangum; **N. A. Nichols, *Tribune,* Thomas; *R. W. Thomas, *Vidette,* Pond Creek; *G. Y. Walbright, *Messenger,* Stroud.

Oregon—Ex. Com. Wm. J. Clarke, *Star,* Gervais; D. W. Bath, *Independent,* Hillsboro.

Pennsylvania—Pennsylvania Editorial Association—*R. B. McKee, *Journal,* Freeport; *Geo. W. Heilman, *Echo-Pilot,* Greencastle; Watton P. Church, *Enterprise,* Newton; *E. B. McKee, *Review,* Towanda; *O. D. Schock, Harrisburg; John R. Farr, *Courier-Progress,* Scranton; *Howard E. Butz, *Globe,* Huntingdon; A. D. Gould, *Eagle,* Eldred; *C. R. Griffith, *Independent,* Marion Center; Mrs. Ada Cable, *Herald,* Bradford; *H. A. McFadden, *Standard,* Hollidaysburg; *I. O. Nissley, *Press,* Middletown; *Harry Slep, *Mirror,* Altoona; *J. B. Coulson, *Democrat,* Coudersport; *T. H. Harter, *Gazette,* Belle fonte; *R. B. Hapgood, *Star,* Bradford; *J. H. Zerbe, *Republican,* Greenburg; *Addison B. Burke, Philadelphia; H. H. Wray, *Advance,* Leechburg; P. C. Boyle, *Derrick,* Oil City; H. C. Stineman, South Fork; *F. S. Phelps, *Times,* Erie; *W. H. Hodgson, *Local,* West Chester; *J. S. Sanders, *Leader,* Wilkes-Barre; W. R. Andrews, Meadville; E. E. Conrath, *Tribune,* Johnstown; *Dr. A. B. Brumbaugh, *Echo,* Huntingdon; *R. H. Thomas, Jr., *Daily Journal,* Mechanicsburg; *Jas. M. Laird, *Argus,* Greenburg.

Rhode Island—Rhode Island Press Association—Ex. Com. Frank N. Potter, *Herald,* Pascoag; *Walter B. Frost, *Manf. Jeweler,* Providence.

South Dakota—Ex. Com. R. E. Dowdell, *Advocate,* Artesian; Pauline B. Black, *Vindicator,* Garretson; Edgar McDaniel, *Herald,* Flandreau; *L. D. Milne, *The Guardian,* Mitchell; *J. K. Coe, *News,* Bryant; *J. S. Headley, *Herald,* Menno; N. B. Reed, *Herald,* Woonsocket; *J. C. Palmer, *Wave,* White Lake.

Texas—Northwest Texas Association—Ex. Com. W. A. Johnson, *Herald,* Memphis; W. C. Baber, *Independent,* Chillicothe; Orion Proctor, *Index,* Bridgeport; Miss Josephine Gray, *Messenger,* Gainesville.

Texas Press Association—Ex. Com. W. J. Buie, *Enterprise,* Waxahachie; *Jasper Collins, *Watchman,* Carthage; *B. C. Murray, *Gazeteer,* Denison; *J. R. Ransome, Jr., *Enterprise;* Cleburne; *J. P. Chambless, *News,* Ennis; J. H. Lowry, *Signal,* Honey Grove; J. A. Thomas, *Graphic,* Leonard; Miss M. E. Neal, *Register,* Carthage; P. H. Pardue, *Bulletin,* Alvarado.

Tennessee—W. M. Carter, *Tribune,* Lewisburg.

Utah—Utah Press Association—*Ex. Com. I. E. Diehl, Robinson; *S. L. Raddon, *Record,* Park City; *Wm .Buys, *Wasatch Wave,* Heber.

Washington—Washington State Press—Ex. Com. Wm. A. Steel, Nome, *Daily News,* Seattle; Lovett M. Wood, *Trade Register,* Seattle; Edgar D. Gilson, *Adams Co. News,* Ritzville; J. C. Gregory, *Argus,* Auburn; D. L. Gillespie, *Herald,* Brewster; L. E. Rader, *Sound View,* Olalla; B. M. Price, *News,* Tenino.

Wisconsin—Ex. Com. H. M. Youmans, *Freeman,* Waukesha; Harriet B. Moberg, Canandaigua; *H. E. Cole, *News,* Barraboo; J. R. Bloom, Neenah; A. Simonson, Racine.

West Virginia—*S. P. Smith, *Record,* West Union; Clarence B. Sperry, *News,* Clarksburg.

Wyoming—*Ex. Com. J. F. Mills, *Post,* Sheridan.

Washington, D. C.—*Mary D. Carter, *Dispatch,* Washington; **M. H. Flick, *Oklahoman,* Washington; *Miss Mabel L. White, Washington.

Associations represented	58
Officers	7
Life members	19
Honorary members	7
Delegates	356
Total voting strength of convention	389
Ladies	218
Total membership	607

J. Irvin Steel, Pennsylvania.
Jacob Pepperman, Alabama.
F. H. Hall, Illinois.
G. C. Woodruff, Connecticut.
E. D. Gilson, Washington.
Committee on Credentials.

AFTERNOON SESSION—JUNE 9, 1905.

The following invitation was presented by the Bliss Commercial Club, Friday afternoon, June 9, 1905, 2 p. m.:

President of the National Editorial Association:

We have looked forward with much pleasure to entertaining the association on Sunday. We understand there is objections on the part of some to the 101 Ranch. To those who do not desire or care for entertainment at the celebration, arrangements are being made for religious services in order that everyone may spend the day according to the dictates of his own conscience. Advise how many will attend such services so we can reserve pew room.

Bliss Commercial Club.

Chairman Laning submitted the following:

REPORT OF COMMITTEE ON TREASURER'S BOOKS.

GUTHRIE, June 9, 1905.

Your committee has examined the report of the Treasurer, J. Irwin Steele, and found it correct. The sum of $2,467.25 has been collected this year. The total amount available for payment of bills, $3,910.49. The payment of the following bills is recommended:

Bill of B. B. Herbert, Printing, etc., left over from last year	$ 38.90
Recording Secretary's Salary	150.00
Treasurer's Salary and Expense	261.50
President's Expense Account	60.00
Corresponding Secretary's Salary	500.00
Expense, Stenographer, Postage, etc	425.69
Expense of Speakers	15.00
Rebate to Mississippi Delegation	25.00
	$1,476.09
Balance in Treasury	$2,434.40

Respectfully submitted,

J. L. LANING,
R. B. MCKEE,
B. F. LOUTHAIN.

REPORT OF COMMITTEE ON RESOLUTIONS.

Through Chairman W. H. H. Judson of Alabama, the Committee on Resolutions submitted the following report, each resolution having been read and acted upon separately:

For the twentieth time in annual convention assembled, the National Editorial Association is the guest of its fellow citizens. Memory goes back to many joyfully-remembered and brilliant efforts in its career, when the great hearts and loyal, generous impulses of the American people have made pleasant and strewn with roses its pathway. But no experience of its members' trips have been fraught with more precious memories of a boundless unstinted hospitality, of a more fervent heart-to-heart welcome, of a more eager, generous sacrifice to every pleasure, wish and want, than that afforded us in this beautiful, progressive, ambitious city, the marvelous product of this grand, great, almost incredible west. And in special acknowledgement of the service and sacrifice that has so largely contributed to this gracious consummation, be it

Resolved, That our deep gratitude is due, and our special thanks are tendered:

1. To Colonel Frank G. Prouty and to Bros. F. H. Greer and Leslie G. Niblack for their constant, thoughtful and tireless efforts in providing for our pleasure and comfort.

2. To the ladies, for their sweet ministrations to, and gracious reception of, our wives and daughters.

3. To the people of Guthrie, for their hospitality, typical of the greatness, grandeur, and exhaustless riches of this illimitable domain.

4. To the press, for its notable enterprise, royal greeting and fraternal and tireless interest in contributing to our entertainment, and;

5. To the Scottish Rite Masons of Oklahoma and Indian Territory for opening the doors of their marvelously beautiful home, and for so lavishly bestowing upon the strangers the rich, rare, priceless fruits of their most exquisite and indescribable hospitality.

Resolved, That the thanks of the association should be extended to the M. K. & T. railway, the Santa Fe, the Rock Island, Frisco and the D. E. & G., and other transportation lines, for the splendid service provided for our transportation to Guthrie and other points, and to the Western Union and Postal Telegraph companies, for courtesies extended.

STATEHOOD.

Resolved, That civic and impartial justice is a cardinal principle of American institutions. Its unnecessary deprivation is a political crime. The arbitrary exclusion of Oklahoma from the brotherhood of states, possessing as she does four-fold the essential requisites, qualification and resources of statehood, is a reflection on the good faith and patriotism of the national congress, and an injustice that cannot be too speedily retrieved; therefore be it,

Resolved, That the National Editorial Association express their earnest hope and conviction that civic justice to the people of Oklahoma be no longer delayed or imperiled by extraneous interests, but that she will be speedily placed in the galaxy of states which she will so richly adorn.

Be it further resolved, that a personal inspection of Oklahoma and Indian Territory convinces us that these two territories should be combined into one great state. The two have more than a million and a half population. In wealth and civilization, in all the essentials of a great commonwealth, they are entitled to statehood, and we see no reason why Congress should longer delay the passage of a bill admitting the state of Oklahoma. We urge upon the members of Congress to lay aside all personal differences, and to harmonize for the passage of a bill making one state of Oklahoma and Indian Territory.

We believe that these two territories deserve to stand upon their own merits, with no other entangling alliances.

We hereby pledge the earnest support of our newspapers and our personal influences to the accomplishment of early statehood for the people of the twin territoris.

Resolved, That whereas the impression has gone abroad that the manner in which the members of this association shall spend the Sabbath, June 11, has been officially fixed by this association, and whereas no such action has ever been taken, be it resolved, that the question of how its members shall spend the Sabbath is a matter for them to determine and answer for individually.

Whereas, The right of liberty of action in conscience, and the management of one's own affairs, under the limitations of the law, and with due regards to the rights of others are inalienable, and

Whereas, Any restrictions upon the untrammeled exercise of these rights are an assault upon personal liberty and a menace to the free institutions of this country, and

Whereas, The International Typographical Union, of America, has given notice that its membership will, on and after January 1, 1906, cease work under conditions now prevailing, and will demand and command that eight hours of labor shall constitute a day's work, and that the price paid for the same shall be that of a nine-hour day, regardless of the conditions of supply and demand, or of local environments, or of the friendly relations that may prevail between the employer and employe, and

Whereas, The right of the International Union to take this action is inalienable, but its arbitrary assertion and enforcement, if attempted, could not fail to be revolutionary and demoralizing, in its effect on business conditions and its application prejudicial and unjust to the widely-diversified interests of the craft, therefore be it

Resolved, That it is the sense of this association that such action upon the part of the Typographical Union would be arbitrary, unreasonable and unjust, and that it cordially approves of, and fraternally commends the position of the United Typothetæ, of America in resenting the imposition and declaring that the relations of employe and employer must not be menaced by combinations and conspiracy, and the interests of the latter hazarded, and of the former sacrificed.

Resolved, further, That in the interests of peace, harmony and justice, and of the good relation that now and that should continue to prevail in the craft, this association suggests to the Typographical Union, soon to assemble in annual convention, the advisability of rescinding this action and not to persevere in the attempt to accomplish by combination, menace and force what the principles of sound business, and of untrammeled justice, would not warrant.

Resolved, That it is the sense of this association in view of the almost proverbial congestion of its program and the difficulty attending the commanding attention during its formal proceedings, that those delegates and persons who accept commissions upon its program should be limited to a period not to exceed thirty minutes.

The first whereas and resolutions of thanks were adopted unanimously by a rising vote.

The other resolutions were adopted by unanimous *viva voce.*

Resolved, That the sum of one hundred dollars be and is hereby appropriated from the treasury of this association to purchase a suitable testimonial for our worthy retiring president, Major W. W. Screws.

Resolved, further, That a committee of three members be appointed to purchase such testimonial, and present it in the name of this association to the retiring president, Major W. W. Screws.

Past President B. B. Herbert moved the adoption of the last two resolutions and the motion having been numerously seconded, on request, he put the question which was carried by unanimous vote and he named the following committee from the Alabama delegation to carry out the instructions contained therein: Jacob Pepperman, *Southern Odd Fellow,* Montgomery; W. H. H. Judson, *Weekly,* Bessemer; H. S. Doster, *Progress,* Prattville.

The President: Roll call on next place of meeting is next in order.

Secretary: Alabama.

Mr. Pepperman of Alabama: Alabama yields to its sister state of Indiana.

Mr. Brooks of Indiana: Indiana presents to this convention as the location for the next meeting of the City of Indianapolis. I shall not sing the praises of Indianapolis. I am too modest, but we have with us two gentlemen who will tell you of this good city and what we shall do for you. I ask the privilege of this convention that first there take the floor a representative of the manufacturing interests of that city. A man who has been selected and sent here by the Commercial Club of that city to extend this invitation. The Commercial Club of Indianapolis represents the manufacturers, the industrial, the commercial and the professional interests of that city. It is a big organization, it is pledged in all the great reform movements not only of the city but of the state and they are asking you to come as well as we newspaper men are asking you. I ask you to now hear Mr. Allison. of the Commercial Club of Indianapolis.

W. D. Allison said:

I thank you for this privilege of addresing your convention and I promise you I will be brief.

I wish to first read to you the invitation of our Chief Executive and our Mayor, and of the Commercial Club:

INVITATION OF THE GOVERNOR OF INDIANA.

EXECUTIVE DEPARTMENT, STATE OF INDIANA.

June 1, 1905.

To the Honorable W. W. Screws, President, National Editors' Association, and Members of the Convention, Guthrie, Oklahoma.

GENTLEMEN:—As Chief Executive of Indiana, I have the honor of extending to your Association a cordial invitation to hold your next National Convention in Indianapolis, the capital city of Indiana. This city being centrally located, is easily accessible from every State in the Union, and with its ample hotel accommodations, railroad facilities, beautiful streets and parks, is an ideal convention city. We wish you to come and enjoy our hospitality.

With assurance on my part that our people will enjoy having you with us, I remain,

Sincerely yours, J. FRANK HANLY,
Governor.

INVITATION OF THE MAYOR OF INDIANAPOLIS.

EXECUTIVE DEPARTMENT, CITY OF INDIANAPOLIS,

June 2, 1905.

Mr. W. W. Screws, Pres., National Editorial Association, Guthrie, Okla.

DEAR SIR:—Having learned that the National Editorial Associa-

tion will hold its 1905 convention at Guthrie, June 7, 8 and 9, I take this opportunity, as representative of the city of Indianapolis, to invite your convention here in 1906; assuring you at this time that nothing will be left undone that will add to the pleasure and comfort of each one of the delegates, while they remain in our city.

Yours truly, JOHN W. HOLTZMAN,
Mayor.

INVITATION OF THE COMMERCIAL CLUB OF INDIANAPOLIS.

INDIANAPOLIS, IND., June 3, 1905.

Mr. W. W. Screws, President, National Editorial Association, Guthrie, Oklahoma.

DEAR SIR:—In behalf of the Board of Directors of the Commercial Club we have the pleasure of inviting the National Editorial Association to hold its Convention in 1906 at Indianapolis.

No city in the country is more beautiful or more admirably situated than Indianapolis, and none so easy of access. With its twenty-nine steam and interurban railroads it is so connected that half of the population of the United States is within a few hours' ride. This has made Indianapolis the most popular Convention City in the United States. No other city entertains as many conventions as the Hoosier Capital.

It has more than 210,000 inhabitants with 110 miles of improved streets. It is a great industrial center. There are more than 2,000 manufacturing concerns in Indianapolis which give employment to nearly 35,000 people, and have an annual pay-roll of nearly $12,000,000. It is today the twentieth city in population, having gained in the last decade, 60.4 per cent. It has the finest school system in the world. It has a number of schools for higher education, including the Winona National Technical Institute. It is the fourth city in the United States as a publishing center, and the home of many interesting literary people and famous statesmen. Its hotels are noted for their excellence and fair treatment of guests. Some of these hotels have Convention Halls capable of accommodating your entire body, with adjoining committee rooms, thus enabling you to transact all your business under one roof.

If you come to Indianapolis in 1906 we promise you an interesting program for your entertainment, including a summer festival at a "Summer Garden," which is unquestionably one of the most beautiful spots in America, a reception for the ladies at one of the most unique club-houses in the world, being conducted entirely by women, a trip around the Belt Railroad to view our chain of great industries, and other forms of sight-seeing which will be attractive, including street car, carriage and automobile rides. Our street car system is without doubt one of the best in the world, and hundreds of points of interest can be reached within a short time without change of cars. You can rest assured that nothing will be left undone which will add to your comfort and happiness while you are our guests. If you decide to leave us, (which you will be loath to do), we will land you by a short ride on the shore of one of the bordering great lakes, or if you decide to stay, will give you permanent, pleasant homes in the midst of the most agreeable people you have ever met.

Trusting that we may have the pleasure of your acceptance, we are,

Very truly yours, THE COMMERCIAL CLUB,
R. G. McClure, Secretary. Alfred F. Potts, President.

As the representative of the Commercial Club of the City of Indianapolis, I wish to tell you something about the greatest inland city in the United States and to extend to you a most cordial invitation from our entire people to hold your convention with us in 1906.

So much has been said and written of the greatest railway center in the country that I need only remind you it is still the hub of the railway wheel. "Where is another city that offers such facilities of ingress and egress? You may come not only from the north and the east, the west and the south—you may even box your compass and still get there. If a man does not desire to go any place in particular but has a fancy to travel "south by west" or "east by south," we can still furnish him a smooth road. It is within thirty-five miles of the center of the population of the United States of America.

It is a city of 210,000 population with 110 miles of paved streets, 48 miles of which are asphalt, a city of newspapers, monuments, parks, fraternal organizations, comfortable homes and churches.

Indianapolis is the city of Harrison, Morton, Hendricks, MacDonald, Fairbanks, Beveridge. It knows how to make presidents and vice-presidents, but is not superior to friendly advice and counsel when offered by its guests and friends. The illustrious living may there be seen in the flesh; the illustrious dead may be seen in the form of monuments erected by loyal citizens who revere their memories.

There capital is respected but has no temples, there the people live in homes where fresh air is not delivered in pint cups, where children can every day feel the spring of Nature's green carpet, there moral and physician sanitation have due provisions—a city to which you will grow attached and to which you will come back.

To see the great Soldiers' and Sailors' Monument is alone worth a trip across the continent; to be whisked to its top from which vantage point a panorama fifty miles in extent can be viewed is worth more—a journey over wide seas.

We promise you an attractive entertainment at one of our beautiful parks. You will be handsomely entertained at some of our elegantly equipped club houses.

Those of you who are members of fraternal organizations, will receive a cordial welcome and glad hand from the brethren there.

You will no doubt have an opportunity to see and hear the world renowned Hoosier Poet J. W. R., who is a resident of our city.

We appreciate the importance of your convention and we want you with us. Charles A. Dana once said: "Just consider the clergyman. He preaches two or three times in a week and he has for his congregation two hundred, three hundred, five hundred, and if he is a popular orator in a great city he may have a thousand hearers; but the newspaper man is the stronger because thoroughout all the avenues of newspaper communication, how many does he preach to? A million, half a million, two hundred thousand people; and his preaching is not on Sunday alone but it is every day. He reiterates, he says it over and over, and finally the thing gets fixed in men's minds from the mere habit of seeing it and hearing it; and without criticising, without inquiring whether it is really so, the newspaper dictum gets established and is taken for gospel."

As a final proof of the genuineness of our desire to extend our experience as host by entertaining this organization, next year, I point with pride to the absence of statistics from our invitation. That doesn't mean we haven't figures to create the wildest enthusiasm but merely that we want you to ask for them.

Perhaps I am restrained by the fear that you may treat me as a too explicit clergyman of my acquaintance was treated. He was preaching in a Texas town and giving his flock the details of the classification of the prophets and he talked for an hour and a half about the prophets of the first class among whom he named Isaiah. Some of the members of the congregation were a bit restless at the end of the first class, but he was not discouraged and launched bravely into the prophets of the second class. In this class he placed Jonah and his fellows in a discussion of whose characteristics another hour and a half was soon consumed.

At the end of the three hours, the congregation was scraping its feet enmasse and as individuals but the preacher did not stop. He bravely took up the prophets of the third class and at the outset found difficulty in placing Malachai. Appealing to his hearers, he asked, "Where shall we place Malachi?" There was an instant's pause and then a desperate listener rose in the rear and replied, "Say, pardner, you can put M. in my place, for I'm a-goin.'"

In all sincerity the people of Indiana cordially and earnestly bid you come while there is yet time.

J. B. Whitehead representing the Indiana editors:

Mr. J. B. Whitehead of Indianapolis, said:

Mr. President, Ladies and Gentlemen of the National Editorial Association:

As one of the committee appointed by the Indianapolis Commercial Club to invite you to hold your annual meeting in Indianapolis, in June, 1906, I can assure you that our beautiful city will greet you with open arms, will entertain you royally and will be proud to have this intelligent body meet with us in our Hoosier Capital. The previous speakers have exhausted everything that can be said relative to our state and capital, all of which I heartily endorse.

I also have the honor to represent the Hoosier members of the Fourth Estate, the Publishers' Association and the Press Club of Indianapolis, also the several editorial associations of Indiana. The Indianapolis bodies extend a hearty greeting and will entertain you as can be done only by our profession. On behalf of the four editorial associations of Indiana—the Democratic, Republican, Northern and Southern—I have the honor to extend to you an invitation to visit our state and capital city. We promise you an earnest welcome and glorious entertainment. On their behalf and through the several Commercial and Citizens' Associations, you are invited to visit the following Hoosier cities: Fort Wayne, Crawfordsville, Martinsville, Logansport, Lafayette with its historical Tippecanoe battleground, and Muncie. The Hon. Thos. Taggart extends you an invitation to his famous hostelry, French Lick Springs Hotel, where we can assure you of an entertainment not to be equaled. The directors of the Winona Assembly send you a special invitation to spend one or more days at their beautiful resort on Winona Lake, Ind. When you have visited Indiana, the Indianapolis Commercial Club will transport you to the shores of Lake Erie. The Cedar Point Pleasure Co. will entertain you there one day. By boat to Put-in-Bay where one or more days can be spent, thence to Detroit by steamer. The D. & C. Navigation Co. and the D. & B. Steamboat Co. will carry your party in their magnificent steamers to Soo Ste. Marie, Mackinac Island or Buffalo, or both should you desire to take either of these beautiful outings by water—it were needless to

speak of the delights of a boat ride on the lakes to Soo Ste. Marie and beautiful Mackinac—you have all seen or heard of them. The Canadian Pacific Railroad has kindly agreed to haul you to Toronto, Ottawa, Montreal, historic Quebec and intermediate points of interest and return. This itinerary is one that cannot be equaled and we assure you the time of your lives. All arrangements are perfected and we herewith present the official credentials. If you accept, we will, as your executive committee will testify, make good. Come to Indiana, the grandest state in the Union, and you will be "As welcome as the flowers in May."

I thank you.

INVITATION OF THE INDIANA ALLIED EDITORIAL ASSOCIATON.

INDIANAPOLIS, IND., June 5, 1905.

Hon. W. W. Screws, President National Editorial Association, Guthrie, Oklahoma.

MR. PRESIDENT AND MEMBERS OF THE NATIONAL EDITORIAL ASSOCIATION:—The Indiana Allied Editorial Association joins with the Indianapolis Commercial Club and kindred bodies in extending an invitation to the National Editorial Association to hold its next meeting in Indianapolis in 1906. We assure you of a hearty welcome and handsome entertainment during your visit to the Hoosier state. We attach invitations from the following Indiana cities and resorts: Muncie, Lafayette, Fort Wayne, Crawfordsville, Martinsville, Logansport, Winona and French Lick Springs. Cedar Point, Ohio, Pleasure Resort Co., also extend invitation and entertainment for one day. The Indiana Allied Editorial Association has perfected the following itinerary to follow the visit to Indiana. Leave Indianapolis on special train for Sandusky, where a day will be spent at Cedar Point, by boat to Put-in-Bay, where one or more days may be spent. Thence to Detroit. From that city by Detroit & Cleveland Navigation Co.'s magnificent steamer to Mackinac Island, Soo St. Marie, etc., and return, or Detroit to Buffalo and return, or both; Detroit to Toronto, Ottawa, Montreal, Quebec and intermediate points of interest and return, over the Canadian Pacific Railroad. At all these points we have personal knowledge that you will be received in a royal manner. If you prefer to go direct by rail from Indianapolis to Detroit, satisfactory arrangements will be made, but we believe you will prefer the lake route. We believe this itinerary will please your members.

We again cordially invite you to partake of our Hoosier hospitality and assure you of a generous welcome and an all-'round good time.

Respectfully submitted, INDIANA ALLIED EDITORIAL ASS'N,
J. B. Whitehead, Chairman.

ARKANSAS.

Arkansas wishes to vote for Indianapolis and in view of the fact that there are no other applicants that it be made unanimous.

President: Gentlemen, it is moved and seconded that the call of the roll be suspended and that Indianapolis be selected by acclamation.

Charles G. Overton, Brooklyn *Journal*, New York: Mr. President, on behalf of the delegates from the state of New York we wish to extend to the association an invitation to visit Conev Island, to hold their meeting there. This was the purpose of the delegation when they came here but finding that Indianapolis has made such extensive preparation and have such a fine program the committee have decided to second the nomination for attending Indianapolis and to hold back our invitation for 1907.

The following telegram was read by the Secretary:

ASBURY PARK, N. J., June 8, 1905.

R. M. White, Care National Editorial Convention, Guthrie, O. T.

Asbury Park wants nineteen six meeting. We are better equipped than ever to welcome you. On account of recent serious illness, physician's order prevents me from making trip to Guthrie, to extend this invitation in person. We secured transportation for N. E. A. last year and will do so again, providing you name Asbury Park for your next meeting place.

F. L. TENBROECK,
2 p. m. Mayor.

The President: It is moved and seconded that the call of the roll be suspended and the gentleman moves that Indianapolis be named by acclamation.

The President: Carried. Indianapolis has been unanimously selected as the place for our next meeting.

The following named persons were named by the delegates of their respective associations and duly elected as members of the Executive Committee for the ensuing year:

EXECUTIVE COMMITTEE.

Alabama—Jacob Pepperman, *Southern Odd Fellow,* Montgomery.
Arkansas—Chas. M. Clark, *Standard,* Arkadelphia.
Southern California—J. P. Baumgarten, *Star,* Pasadena.
Colorado—C. E. Wood, *Telegraph,* Colorado.
Connecticut—G. C. Woodruff, *Enquirer,* Litchfield.
Florida—C. L. Bittinger, *Star,* Okalla.
Georgia—P. T. McCutcheon, *Banner,* Nenan.
Idaho—Chas. A. Hackney, *Eagle,* Meadows,
Illinois—E. A. Snively, Springfield.
Illinois, Democratic—Thos. Reese, *Register,* Springfield.
Illinois, Military Tract—Will Curtis, *Star,* Kewanee.
Illinois, Republican—W. L. Jones, *Journal,* Lebanon.
Inland Daily Press—A. W. Glessner, *Gazette,* Galena.
Illinois, Woman's—Rose L. Colby, *Star,* Chicago.
Indiana, Democratic—A. B. Crampton, *Citizens Times,* Delphi.
Indiana, Northern—Will E. Beeson, *Journal,* Winchester.
Indiana, Republican—W. H. Craig, *Ledger,* Noblesville.
Indiana, Southern—W. S. Chambers, *Democrat,* New Castle.
Iowa—W. F. Parrott, *Reporter,* Waterloo.
Iowa, Northeast—G. P. Linn, *Gazette,* Sumner.
Iowa, Upper Des Moines—C. D. Helen, *Journal,* Webster City.
Indian Territory—A. Z. Sterling, *Tribune,* Holdenville.
Kansas—S. W. McGarrah, *Nationalist,* Manhattan.
Kansas, North Central—W. L. Chambers, *Record,* Stockton.
Kansas, Seventh District—Gerald Volk, *Register,* Wichita.
Kentucky—Paul M. Moore.
Louisiana—Chas. E. Schwing, Plaquemine.
Maine—E. A. Merriman, *Bulletin,* Madison.
Maryland—F. G. Usilton, *News,* Chestertown.
Massachusetts—Louis E. Chandler, *Journal,* Palmer.
Missouri—W. R. Painter, *Democrat,* Carrolton.
Missouri, Northeast—John W. Jacks, *Standard,* Montgomery City.
Missouri, Southwest—J. G. Newbill, *Express,* Springfield.
Missouri, Northwest—Wes L. Robertson, Gallatin.
Nebraska—T. M. Johnson, *Register,* Chappell.
New York—H. J. Knapp, *Advertiser,* Auburn.
New England, Suburban—E. H. Pierce, *Journal,* Revere.
Michigan—Geo. T. Campbell, *Argus,* Owosso.
Minnesota—H. C. Hotaling, *Enterprise,* Mapleton.
Minnesota, Northwest—W. R. Hodges, *Herald,* Sleepy Eye.
Mississippi—J. H. Duke, Scooba.
North Carolina—J. J. Farriss, *Enterprise,* High Point.
Ohio—Associated Dailies—Wm. Miller, *Press Rep.,* Springfield.
Ohio, Buckeye—Benj. F. Gayman, *Times,* Canal Winchester.
Ohio, Editorial—C. B. McCoy, *Age,* Coshocton.
Ohio, Hocking & Ohio Valley—C. E. Bryan, *Democrat,* London.
Oklahoma—F. H. Greer, *State Capital,* Guthrie.
Oregon—Wm. J. Clarke, *Star,* Gervais.
Pennsylvania—R. H. Thomas, Jr., *Daily Journal,* Mechanicsburg.
Rhode Island—Frank N. Potter, *Herald,* Pascoag.
South Dakota—R. E. Dowdell, *Advocate,* Artesian.
Texas, Northwest—W. A. Johnson, *Herald,* Memphis.
Texas—W. J. Buie, *Enterprise,* Waxahachie.
Tennessee—E. C. Perry, Columbia.
Utah—I. E. Diehl, Robinson.
Washington—Wm. A. Steel, *Nome Daily News,* Seattle.
Wisconsin—H. E. Cole, *News,* Barraboo.
West Virginia—H. C. Sample, Fairmont.
Wyoming—J. F. Mills, *Post,* Sheridan.

Mr. White, at the request of Mr. Ashbrook, I move that a committee be appointed to consider, and to audit Mr. Ashbrook's accounts in connection with the itinerary. He asks me to make this motion, and I move that the committee be appointed. Motion seconded.

President: It is moved and seconded that a committee be appointed to audit Mr. Ashbrook's accounts in connection with the itinerary. Carried.

The president appointed Mr. Parrott of Iowa, Mr. Herbert of Chicago, and Mr. Glessner of Galena, Ill., as such committee.

The President: Election for your next president. Nominations are in order.

Roll call. "Ala."

Mr. Pepperman, Ex-Committeeman: Mr. President, Alabama yields to the Hon. Joseph A. McCable, Past President of this Association.

Mr. McCabe nominated Hon. John Dymond of New Orleans.

There being no other nominations, it was moved and seconded that the rules be suspended and that the Secretary cast the entire vote of the association for John Dymond for President. Motion carried by unanimous vote. The President instructed the Recording Secretary to cast the vote of this association for the president.

Secretary: The Secretary takes pleasure in casting 389 votes for Hon. John Dymond of New Orleans for next President.

Nominations for First Vice-President.

Alabama yielded to the State of Kansas.

John E. Junkin of the Sterling, Kansas, *Bulletin* was nominated; there being no other nominations.

Indiana seconded the nomination and moved that the roll call be suspended and that the Recording Secretary cast the vote of the entire association for the candidate from Kansas.

The motion carried and the Secretary cast the entire vote of the convention for J. E. Junkin of Kansas for First Vice-President.

Nominations for Second Vice-President. On the roll call Alabama yielded to North Carolina and Mr. W. C. Hammer

placed in nomination H. B. Varner of Lexington, N. C., for Second Vice-President.

Illinois seconded the nomination and moved that the rules be suspended and that the Secretary cast the entire vote of the association for H. B. Varner for Second Vice-President. Carried.

Vote was cast by the Recording Secretary and Mr. Varner declared elected.

Nomination of Corresponding Secretary.

Under the suspension of the rules, the Recording Secretary was instructed, by a unanimous vote, to cast the vote of the association for Mr. Wm. A. Ashbrook of Ohio, for Corresponding Secretary. The vote was cast accordingly and Mr. Ashbrook declared elected. Recording Secretary Mr. Brooks moved the suspension of the rules and that the President of this Association cast the vote of the entire association for Mr. J. W. Cockrum of Indiana for Recording Secretary. The vote was taken and declared unanimous and the vote cast in accordance to the instructions and Mr. Cockrum declared elected.

It was moved that the rules be suspended and that Mr. J. Irvin Steel of Pennsylvania be elected Treasurer of this association, and that the Recording Secretary cast the vote of this association for Mr. J. Irvin Steel of Pennsylvania for Treasurer. The motion carried unanimously and Mr. Steel was declared duly elected.

It was moved and carried that Prof. Benj. Hennessey be made a guest of the association for the remainder of the itinerary arranged.

The convention then arose and all joined in singing.

AMERICA (SUNG BY ALL THE ASSOCIATION).

1.

My country! 'tis of thee,
Sweet land of liberty,
Of thee I sing:
Land where my fathers died!
Land of the pilgrim's pride!
From every mountain side
Let freedom ring.

2.

My native country, thee,
Land of the noble, free,
Thy name I love:
I love thy rocks and rills,
Thy woods and templed hills;
My heart with rapture thrills
Like that above.

3.

Let music swell the breeze,
And ring from all the trees
Sweet freedom's song:
Let mortal tongues awake;
Let all that breathe partake;
Let rocks their silence break,
The sound prolong.

4.

Our fathers' God! to Thee,
Author of liberty,
To Thee we sing:
Long may our land be bright
With freedom's holy light;
Protect us by Thy might,
Great God our King!

President W. W. Screws then declared the Twentieth Annual Convention of the National Editorial Association adjourned.

KIND WORDS AND CRITICISMS.

CHICAGO, June 6, 1905.

Mr. B. B. Herbert, 1319 W. Ravenswood Park,
Care National Printer-Journalist, Chicago, Ill.

DEAR SIR:—I have just been reading your sermonette with the Indians as a text and Strikes and Frenzied Finance as object lessons. It ought to be published everywhere and everybody ought to read it. The greed of what sometimes seems to us the majority of the white race and its mad rush for dollars and its disregard of the rights of others is the most serious problem of modern times.

I do not know how we shall overcome this tendency unless it be to all become golfers and prosecute the business of golfing steadily, as when we play golf we cannot think of business. Yours very truly,

W. H. FRENCH.

MONTGOMERY, ALA., June 6, 1905.

Mr. B. B. Herbert, National Printer-Journalist,
Chicago, Ill.

MY DEAR MR. HERBERT:—I reached home safely yesterday evening. I think that we had a most successful meeting. I want to thank you for your great assistance to me from the time I was elected president until I laid down the gavel.

Yours truly,

W. W. SCREWS.

MILTON, WIS., June 13, 1905.

Printer-Journalist, Ravenswood Park,
Chicago, Ill.

GENTLEMEN:—"Fools rush in where angels fear to tread." A newspaper man above all others should know better than to butt in. Because I believe this is a message from Garcia I take the liberty to send it. I am a close reader of your excellent magazine and get much help from it. I believe I realize some of its possibilities and it is with the idea of possible improvement that I write. I realize that this suggests criticism of the magazine but I feel well enough acquainted with you to believe you know any publication can be improved. I am glad to state that the past year has brought improvement. The addresses presented before state associations on practical subjects are of great interest and value. Give us more of them. Your question box can become very helpful. Your regular departments are good, but I sometimes feel that they are overworked. The editors of those departments, like everybody else, are inclined to get into ruts.

There are numerous matters of practical value to newspaper men which you might exploit. Advertising rates, readyprints, the combination of publishers to purchase print paper, cost systems, card index systems for printers, hints on engraving, etc. To be sure, some of these subjects have been treated, but you give us doses of the same thing every month in your departments of criticism and review of job work.

You may have a reason for avoiding some of these. I have seen but little mention in the PRINTER-JOURNALIST of readyprints. It is a subject of much importance to publishers. My experience with readyprints has been varied and I can write a mighty interesting story.

I believe a department on gathering news and preparing it would be very helpful. Ninety of every 100 local writers know or practice but few of the rules in vogue in city offices and as a result write their news stories backward and cumber them with useless words. Fraternally,

WILL K. DAVIS.

We invite communications on the subjects named, and hope our correspondent will honor us with an article on "Ready Prints." Our "Question Box" can be made more useful but we must have the help of our readers through their sending in questions. Wake up, friends. The editors of our departments invite criticisms. They are faithful and their work so far has received only highest commendation.—ED.

Hutchinson *Bee:*—J. E. Junkin of the Sterling *Bulletin* has been elected vice-president of the National Editorial Association. The choice is a wise one. No one is more enthusiastic in working for the good of the newspaper men than J. E. Junkin. He knows how to get up the most enticing excursions of any man in the state. He is a gentlemanly man, a clean newspaper worker, and, by the way, the *Bulletin* is one of the neatest and most readable weekly papers published in Kansas That means a great deal, for the Kansas newspapers are acknowledged to be the best of any state in the union.

The Twelfth Annual Meeting of the Corn Belt Editorial Association of Iowa is to be held at Sheldon, Thursday and Friday, August 10th and 11th.

NEWSPAPER CRITICISMS

BY O. BYRON COPPER, DE SOTO, WIS.

Address all Communications for this Department to De Soto, Wis.

THE editor of this department has never felt it his calling to attempt to instill within the hearts of of his readers a spirit of anarchy, much less feeling it proper to pose as a calamity howler, nevertheless, we will here allude to a little matter of grievance for which our grand and glorious government is responsible, and which directly concerns every one of the millions of country newspaper men in the land.

Last month we wrote briefly of the evolution of the American farmer, hinting at his increasing prosperity, and how he was just beginning to enjoy many of the extravagant indulgences heretofore looked upon as only for city folk. Among the most radical of these luxuries of which the American farmer has begun to partake is printed stationary. Especially has he begun to develop a taste for, and appreciate the advantage and desirability of printed return cards on his envelope corners; and the government has taken steps to encourage this propensity in the patrons of its multifarious rural mail routes.

This would naturally indicate a veritable harvest for the country printer; but here Uncle Sam steps in and offers to furnish his free delivery patrons with printed, stamped envelopes at a figure which is actually less than that for which the country printer can secure them from his wholesale paper dealer. The *result* is a falling off in the rightful patronage of the country newspaper's jobbing department. The *truth* is that the United States is usurping the bread and butter of one of her most honorable classes of business men—the country printers.

Let the American press take up this "war cry," and continue to "whoop it up," until national measures are affected prohibiting Uncle Sam's public printer from entering into such unfair competition with his country-printer contemporaries.

With this instalment of "Newspaper Criticisms" we take pleasure in announcing our fourth ad-setting contest. Since every intelligent compositor is aware of the advantages and benefits derivable from these competitions, it is therefore hardly necessary for us to rehearse them here. The following rules will govern this contest:

1. Any reader of this journal is eligible to participate, using the following copy for a newspaper ad, 26 ems square, with no instruction as to display or design:

"Don't Miss our spring suit sale. We show you suit values that will be an eye-opener to you. They include fine Worsteds, Cassimers, Cheviots and Summer Flannels. All colors, any style. Prices: $5.50, $7.50, $9.00, $10.00, $12.50, $15.00 Tomkins Clothing Company, One Price Cash Clothiers."

II. Copy must not be changed or transposed.

III. Type, rules, type ornaments, and borders, only should be used.

IV. Competitors will be restricted to but three entries, each

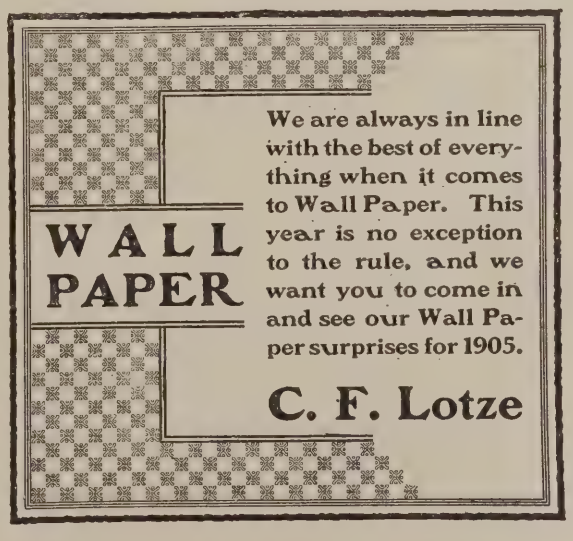
V. Two press proofs of each design must be mailed, flat, to O. Bryon Copper, Desoto, Wis., and should be labeled "Ad Contest."

VI. Contest opens with the date of this issue and closes, July 31, 1905. All entires must reach us on or before that date.

VII. Honorary positions are offered as prizes the compositor securing first position receiving a certificate of excellence from the office of publication so soon after the close of the contest as possible. Entries will be reproduced in the September instalment, as heretofore. Every printer is invited to take part.

Few country publications can show up in their columns a finer assortment of finely set ads, than does the Dakota

No. 1.


WALL PAPER
We are always in line with the best of everything when it comes to Wall Paper. This year is no exception to the rule, and we want you to come in and see our Wall Paper surprises for 1905.
C. F. Lotze

No. 2.

Republican, that grand big newspaper of Vermillion, S. Dak., of which we have previously spoken at length in these columns. In Nos. 1 and 2 we are showing two beautiful ad specimens from this paper, a study of which cannot fail to benefit any compositor.

Another unique newspaper ad is that which we clip from the Spalding, (Neb.,) *Enterprise* and show in reproduction

Spalding Enterprise

VOL. V. SPALDING, NEBRASKA, FRIDAY, APRIL 28, 1905 No. 19

LOCAL NEWS.

We do printing.

Call at this office for bills.

R. U. Richey ordered horse bills printed.

Miss Sleak has left her order for 50 calling cards.

Subscribe for the Enterprise.

J. E. Kavanaugh is editor of the Enterprise.

Miss Annie Body asked us to print her wedding invitations.

We can do the neatest and best job printing in Greeley county.

ADVERTISING PAYS.

The firm of Kavanaugh & O'Harra have sold considerable land in this county and almost every sale was the result of advertising in the Enterprise. An ad of any kind in this paper is sure to bring results and when you want to for the sale she did and the the Enterprise says the very same thing and is is true.

Stationery of all kinds at this office and printed neat and artistically. We will be pleased to do your work because we can satisfy you in

No. 3.

No. 3. It is a good imitation of the first page of a newspaper, and especial notice is called to the unique character of the "Local News."

The Semi-Weekly Arcata *Union,* published at Arcata California, is a newcomer to this department. While there are several features about the *Union* which we cannot consistently commend, yet it is quite a paper, after all. The sheet is produced entirely at home, and enjoys an excellent advertising patronage—so good, in fact, that the devotion of several columns of the first page has been thought necessary to accommodate the displayed matter. Throughout the *Union's* eight six-columned pages there is a healthy quantity and quality of news and editorials, all showing unmistakable evidence of careful editorial labors. The impression on this issue at hand is first rate but the makeup is rather unsystematic. Attention to that which has been said in this department from time to time in the past, in this connection, will, if refered to, prove highly beneficial. The character of this publication's displayed columns indicate that the typographical equipment is composed of an abundance of good serviceable material, and the ad-compositor, especially in the specimen shown (No. 4,) has demonstrated his ability to use it correctly and artistically.

Our New Store

is now ready for your inspection More room, larger stock of goods and better facilities for serving you promptly and satisfactorily. That's why we call our store The Satisfactory Store. Call and see us. Everybody welcome. G street., bet 8th and 9th

Sorenson & Matzen

Groceries :: Fruits :: Vegetables

No. 4.

SOMMERS

A home without a good time keeper is like a pudding without sauce. A man should be punctual. I make a SPECIALTY -of- ...Clock and Watch Repairing... will call for and deliver all goods. See my select line of Silver and Gold Watches.

J. A. SOMMERS,

—The Jeweler—

No. 5.

The Beresford (S. D.) *Republic* is another new publication which has found its way to our desk this month. It consists of eight six-column, home-printed pages inside a ready-printed six-column folio, and this edition was supplemented by an eight-sheet insert, printed on one side. The first of the locally printed pages is given over to a "Farm Department," having a special editor and dealing with the subjects of interest to the farmer, which is a feature worthy of imitation by other newspapers. The contents of the *Republic* are up to eminent standards, and the amount of its advertising is a good, big advertisement for Beresford, S. D. Page, half-page and quarter-page ad spaces are of frequent occurrence in this publication, and one ad which would never be over-looked is that announcing a piano contest instituted by one of the stores. "Who Is He?" In big type surrounded by a sixpoint bold rule and printed over an oblong tint block run in red occupies the upper half of the space, all of which makes a remarkably forceful advertisement. The composition of the ads generally is highly commendable as to design and display; however, the floral design concocted of rule and borders in the "Lundberg" ad, while a unique idea in itself, would be far more appropriate in the ad of a florist than that of a tailor. Editorial efforts and presswork are equally good.

We make a "timely" selection from the Hinsdale, Ills., *Doings,* again, represented in reproduction No.5. It is one of those suggestive pictures in type or typographical drawings, to which we have alluded before in these columns—a clock and an hour glass. "What's the use" of spending money on half-tones or etchings, when the office is blessed with such an artist as he is who produced this typographical illustration?

We have not been able to comment upon all of the many elaborate specimens of printed matter with which the American Type Founders Company has favored us during the past several months, but we have greatly appreciated them, as all other printers must have, who have in a like manner been highly favored. The latest surprises are the "Cloister" calandar, which now graces the wall of our sanctum, and "The Golden Book of Business," which contains innumerable new ideas and designs for every day print-shop work, and which is certainly "of great value to printers" for reference as a style book.

The Weekly News, of Lenoir, N. C., quotes under the title of "Compliment From High Source," the criticism given it in a late edition of the NATIONAL PRINTER-JOURNALIST, as does also the Dakota *Republican* of Vermillion, S. D. This is right and proper, and provided the criticism is favorable makes good advertising for the publication. And if the criticism be adverse, then the publisher should set about it and bring the lame features of his paper up to such standards that he may not be ashamed to give to his readers any critical comment of experts.

It was in our May instalment that we mentioned having in abeyance a copy of *The Missionary Enterprise* for review, which was given in the June number. During the interim, however, we received the following interesting letter from the *Enterprise's* young editor and publisher.

O. Byron Copper, De Soto, Wis.

DEAR SIR:—Thanks for the copy of the NATIONAL PRINTER-JOURNALIST, you sent me. I was very much interested in it, and was surprised to find the name of my paper among those to be criticised in your department next month—I really did not think the typographical work on it was worthy of notice. But, nevertheless, I should be very much pleased to have you pass a few comments upon it, and enclose a copy of the last issue (which may be a little more neatly executed than the copy you have) and a new heading for one of the departments of the *Enterprise* that I set up a few hours ago. I have a 7x11 Gordon foot-power press and an assortment of type, mostly new faces. I am now 15 years old and have had my outfit a little over a year. I have never had any experience in the printing line except that obtained in my own office. Any suggestions on the paper, on the enclosed department head, or on the above letter-head will be very much appreciated.

Yours truly, REX STROM.

ANNA, ILLS., May 9, 1905.

In the view of the above explanations, Master Strom as a printer is well-nigh a prodigy. His work in neatness and beauty transcends that of many journeymen which we have seen. The fact is, it would take a far more fastidious critic than we to find any pronounced defect in the work typographically upon his little magizine. Only one little suggestion would we offer at this time anent the magizine and that is to omit the periods in the displayed headlines. The publication would be improved if bound in some regular cover paper rather than the colored print. This can now be secured at a very low cost, and we would advise Master Strom to write

any one of the paper houses advertised in this journal for samples and prices on cover papers. The letter head is not bad, either, but might be improved by omitting the periods after "year" and "Enterprise," taking out the underscore following the main line and raising the main portion of the job from eigtheen to twenty-four points nearer the top.

BIBLE DEPARTMENT.
By M. B. Van Kirk, Eagle Lake, Minn.

No. 6.

Possibly then it would also be found desirable to transpose the line, "Published in the interest of home mission work," to a position one nonpareil below, "R. Rex Strom, Editor and Publisher." The envelope can be materially improved by closing up the two words in the last line with only a comma and a nut quad intervening. The "new department heading" as shown in reproduction No. 6 is quite defective, inasmuch as that the space intervening between the two rules forming the panel, at ends should have been equidistant with that between the rules at the sides. The three central rules should have been extended out at both ends and conjoined with the vertical rules of the panel. The period in the main line should be omitted, since punctuation in display is no longer proper, except in cases where its retention is necessary to maintain sense. This main line could be letter spaced to good advantage, and in either case double the space should be allowed between the two words. We hope our professional patrons may not condemn us for having written at such length to an amateur; for it must be borne in mind that the boys of today are the men of tomorrow, and that amateurs have more troubles than do professionals, hence are more in need of counsel.

If Leon E. Derr, foreman of the Anna, Ills., *Democrat*, could write his name as plainly and as neatly as he can "stick up ads," he would be all right, and we would never have been guilty of the mistaken pun which we tried to spring in our last month's instalment. That signature of his is a Japanese puzzle, or as applied to names, at present wouldn't it be more proper to say, "Russian puzzle?" Since our contributor writes upon office stationary, rather than upon printed paper of his own, we are even yet hardly positive as to whether the first letter in his surname is a "D" or a "W" Guess it's a "D," however. This is the latest from Mr. Derr, accompanying specimen No.7:

O. Byron Copper, De Soto, Wis.

DEAR SIR:—Received the N. P.-J. today, containing your valuable criticism on my ads. I have sent you some of my other work, but have not heard from it yet, so presume it found the waste basket.

My most conspicuous fault seems to be bad spacing—that is, to me. It is hard to find people in this section of the country who really appreciate an ad that has been studied out and set "right;" and the majority of printers do not care as long as they please the advertiser.

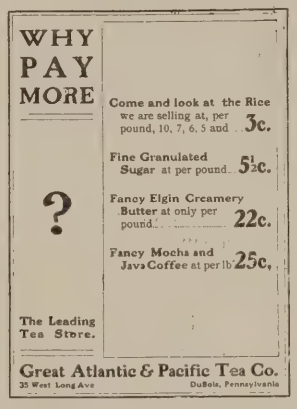
The only borders I used in ads are Linotype borders and I have discarded these and gotten plain brass rule. Do you think that this was the right thing to do?

The paper is twenty years ahead of the town now; but the proprietor wants to have "the best country weekly in Illinois," and is willing to get anything necessary to push it up a notch.

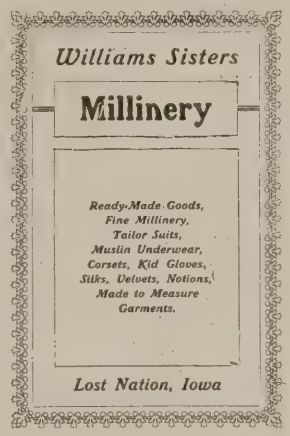
When you consider the fact that myself and two girls and press-feeder do all the work on a seven-column quarto, all home-print, and use no plate, in connection with job work, you see that a fellow has to sacrifice quality for quantity very often. I am very much interested in your department and hope to send you better work from time to time.

Yours very truly, LEON E. DERR,
Foreman.
IOLA KANSAS, May 20, 1905.

It is a wise man who is a anxious to discern his faults. We had not noticed, however, that bad spacing was conspicuous in Foreman Derr's work. Anna, Ills., is not the only place on earth where the average person is indifferent to good ad composition; yet we believe there is always enough who do appreciate a good job, to make the effort to produce good work worth the while. And, of course, the pleasing of the patron should always be the primary object of every compositor. As touching upon the question of borders, good borders help to make good ads, we believe; but according to our own personal taste there are few foundry borders, if any, that excel plain brass rule, especially in newspaper advertisement composition. To be "twenty years ahead" of its town is far better than for a paper to be twenty years behind its town, yet it is best where town and paper make an even race. The *Democrat's* proprietor, according to Mr. Derr's words in the foregoing letter has the right spirit, whatever the comparative conditions of the town may be, and the description of conditions in the *Democrat* office are not dissmilar to that of the average newspaper office. Where there is a desire to progress and better the product, few newspaper plants employ such great forces that any of the hands have much time to idle away. The truth is that any worker in a print-shop, who is loafing, is neglecting a thousand and one little duties that ought to be


WHY PAY MORE
Come and look at the Rice we are selling at, per pound, 10, 7, 6, 5 and 3c.
Fine Granulated Sugar at per pound 5½c.
Fancy Elgin Creamery Butter at only per pound 22c.
Fancy Mocha and Java Coffee at per lb 25c.
?
The Leading Tea Store.
Great Atlantic & Pacific Tea Co.
35 West Long Ave DuBois, Pennsylvania

No. 7.


Williams Sisters
Millinery
Ready-Made Goods, Fine Millinery, Tailor Suits, Muslin Underwear, Corsets, Kid Gloves, Silks, Velvets, Notions, Made to Measure Garments.
Lost Nation, Iowa

No. 8.

attended to. We are pleased to learn that Mr. Derr has found this journal of benefit to him in his daily labors, and also that he has decided to continue as a regular contributor to this department. He need not fear as to the fate of anything which he may submit, for in a department of this kind nothing is ever "waste-basketed," because no contribution can be so good that the critic cannot exercise his "most important characteristic," which, according to Mabie, "is the ability to admire greatly;" and nothing can be so bad that the critic cannot exercise another one of his most important characteristics, which, according to our own opinion, is the ability to appreciate the defects and point out a better way. This latest contribution from Mr. Derr (No. 7) is a plain, neat black and white specimen; but it is hardly an ad in which we could say a correct distribution of white space has been effected; especially is this fault conspicuous in the right hand panel. The matter in this should have been set in a narrower measure, which would have provided the much needed white margins at the sides; and some more marginal relief of white around the signature would have been commendable. The period after "Store" rather spoils matters here, and the periods after the prices are superfluous.

Unfortunately three pages of "Newspaper Criticisms" and seven pages of "More Work Through Publicity" have been crowded out until our August issue, but full amends will be made then for any deficiencies. The N. E. A. meets only once a year. The papers presented at Guthrie are able and important and the reading of the same will be profitable employment for July.

MORE WORK THROUGH PUBLICITY

BY HARRY A. WOODWORTH

Address all Communications for this Department to
349 Jarvis Street, Toronto, Canada

IT IS A RULE with the author breed that the preface of a book should always be written last. As a member of the reader tribe—especially when, among other things, I read novels for a living—I have often read the last of a book first. It's a case of the first being last and the last first. This preface is written last—after I find that the Space Limit on this monthly production is exhausted and the Time Limit is about to expire. A preface is either an apology or a blast of hot air. Like Brother FitzGerald, I don't believe in hot air in N. P.-J. departments. This is an apology.

I had no idea, as I took my samples from a huge pile which was sorted as to probable paragraphs, that I had nearly so many. But the fact is, that in all my five years of service on this journal, I never had so many specimens calling for attention as I have this month. They are from contributors old and new. I don't know which to be most pleased at—the faithfulness of old contributors, with their continued working interest in a department which they have made interesting, or the acquisition of such a surprising number of new contributors of late—so many of them new contributors with new ideas, and all of them anxious to know something about advertising, and to help others to learn what they already know.

And this is what used to be known as the approach of "the dull season" in business! The time when it was "no use to advertise!"

If you spend all seasons in advertising, and in the preparation of advertising, there need be no dull season—for you, anyway.

Just here I might say that if you have been accustomed to do a job annually in the rush days, ask the man who gives it, if he cannot let you have it in the duller period. In cases where this is practicable, it is better for the customer and better for *you,* be you employers or employed.

Perhaps I have neglected some contributors this month who had more right to be heard from than others whose work I've reviewed. Perhaps I've been too voluminous; but it is hard not to be when you wish to do absolute justice to a job. Of course, had I known that I should have missed some folks whom I really ought to have mentioned this time, I should have cut out some flowers of rhetoric, which, after all, may be only weeds. Those who have sent in matter for review five years ago or less and haven't heard from me yet will kindly pardon me—such sins of omission, if they have happened, were unintentional. My work on this department is often necessarily very hastily prepared. And it often shows it. But I'm proud of *your* work on it; and I hope we'll always continue brothers and friends.

The Fresno (Cal.) *Evening Democrat's* follow-up cards still come to hand with regularity. They are better than some follow-up cards, as they each have something to say about some feature of the *Democrat's* advertising, and are not riddles to perplex the busy man.

This is from one of the series of "Imitations of Popular Authors" issued by P. C. Darrow, Chicago, entitled "William Tonsor, the Barber. Not by Biff Hall."

"No wonder printers drink so much," remarked the barber, coming out of his trance, "considering the men they work for. Clancy was telling me of an old boss of his that used to come snooping around the pressroom any old time. One day he saw a press running a particularly bright red ink. 'What kind of red ink is that?' the boss asked Clancy. 'That's a five dollar red,' said Clancy, straightening up, for he is a proud lad.

'Merciful heavens,' yelled the main squeeze; 'stop the press! Where did you get it? Who's been buying five dollar ink in this shop?' 'I mixed it up myself," said Clancy, 'from a pound of two dollar red and a pound of three dollar red.' And the boss never thanked him!" continued the barber.

This kind of advertising would be appreciated by Friend L' Heureux, of Vermont. The last page of this "imitation" contains the following:

Imitation is the sincerest form of flattery. Don't flatter your competitors by imitating their printed matter.

A "Talk on Padding," a handsome orange-and-black folder from the Arabol Mfg. Co., 100 William St., New York, is not padded.

I spoke last month of "a wealth of blue" in connection with the Rice Press blotter. But the reproduction did not give an accurate inventory of this wealth. The actual dimensions of the blotter were 4x9½ inches. And the sloping panel was 2⅛x4⅜ inches. All of which made the blotter more of a novelty than was represented.

The Inland Type Foundry announce, by means of a facsimile wedding invitation, the new Inland French Script—a reproduction of a letter made famous by Tiffany, and therefore one that has received the endorsement of the ever-multiplying 400 of New York City.

The Guthrie (Okla.) *Daily Leader* certainly believes in using its columns for the advertising of both itself and its printshop. In the latest issue they have sent me, there are about 2,500 agate lines of display advertising exploiting these. Then there are catchy little sentences on either side of the heading, the usual announcement at the top of the editorial columns, and such a sentence as this at the beginning of its Classified Advertisements: "Once in a while a want ad finds its task too hard to accomplish in one day, so that sometimes two or six advertisements are better than one." The two-column ad concerning "The *Leader* plant" is of pleasing design, and of modern type. The panel it encloses, however, is a surprising jumble of two fonts of type—one of which must surely be "wf." Clearly this is a very great defect in an otherwise harmonious advertisement.

From one of many new contributors, Elmer W. Burrows, Harrington, Wash., comes a bunch of work which is, for the most part, very good indeed for a shop which is described as "just an ordinary country affair in a town of 800." The panelled jobs are particularly well composed. One is a slip which cannot be reproduced by means of a zinc etching, and which is meant to accompany "Printing from the Press of The Harrington *Citizen*, Harrington, Washington, Doers of Fine Commercial Printing in the Latest Correct Styles." In this wording every word tells. The job would have been improved, considering its wealth of white, if the spaces between the panels containing the ornaments and the large panel had been reduced to half of that on the outside of the scheme. In another panelled job the space between the three inch panels is twice that on the outside. The effect is good, because an ornamental tint-block, in a very light tint, relieves any impression of bareness. This particular green is in good harmony with the purple of the text, and likewise with the stock, but the heavy tint on the statement blank reminds me of the tint that is induced by an over-abundance of booze on a face naturally florid. I have never been a great admirer of those vision-of-judgment background tints, but these are about as well handled as it is possible to do with them. As to the letterhead where the sun is partially obscured by clouds, of which Mr. Burrows writes, "The above job is not mine, but 'the boss's,'" I must certainly congratulate "the boss" on his curved line "The Harrington Citizen" across the sun's rays, and also on the way the supplementary text is distributed so as to brighten the clouds. And yet I wish printers would finally decide to "push them clouds away."

Now, Mr. Burrows, I'd like to see some printing-advertising from you in the blotter line, or the booklet line, or the slip line, containing some such pure publicity as I am sure, from your letter and your workmanship, that you can furnish. You may not have any "competition;" but the people of Harrington may not yet appreciate what advertising, by means of the *Citizen* and its job office, can do for them. Tell them, Friend Burrows!

❧ ❧

Harry A. Woodworth, Toronto, Canada.

DEAR SIR:—I am sending you a Commencement Invitation, also another *Courier* cover, for criticism.

I thank you very much for last month's criticism, and assure you a regular and pleased contributor. Please criticise thoroughly.

Yours respectfully, ALEXANDER CROSSAN.

Sterling, Kansas.

The Commencement invitation will be reserved for that article on "that sort of thing" which I have promised. All I have to say about it now is this: You shouldn't use a long "s" at the end of a word, as you have done in the word "Graduates." In all my study of ancient composition, I fail to find any authority for such a procedure. In the language of the ancient Greeks, for instance, there are two styles of "s's." One looks like a grain of corn just beginning to sprout—and this "s" is never, on any occasion, used at the end of a word. The "s" that was reserved for this position is a good deal like our own, with the exception that its narrower portion is below instead of above. The long "s" has been introduced into modern old-style by all modern type-founders, but their intention was that it should never be used at the end of a word; for it was never used in this way by the printers of a century or so agone.

Mr. Crossan uses a letterhead this time which is like that indicated in the May number by the symbols 12a and 12b, with the exception that in place of the Mission Toy Files-on-Parade, and the name of the foreman, there is the scribe, forninst the words, "J. E. Junkin, Editor and Proprietor."

❧ ❧

An exceedingly neat blotter is that of the Jenkins & George Company, Chicago. It is enclosed in an envelope which is just as neat. And neatness is a much appreciated quality. But one can find room on a blotter for a taking little talk—one that will help to bring the business—and still be neat.

❧ ❧

This extract from *Light*, the clever house-organ of Gorham, Stevens and Dunham, Bridgeport, Conn., should prove a mightily suggestive piece of advertising to readers of this department. It is a kind of advertising that interests a prospective customer—that excites his business curiosity:

PROFITS FROM UNEMPLOYED CAPITAL.

Have you names on your books or in your files of firms or individuals who have been customers of yours in the past, but who for some reason or other have dropped out of sight? Have you other names of people who buy a little but not as often as you would like?

A "dead" account is never very attractive to a salesman—and the man whose orders are small receives scant attention as a rule—from the boys on the road.

But you ought to have the business that is to be represented by these names. What do you do to get it?

Did you stop to realize that every one of these "dead" accounts represents a definite investment—it represents unemployed capital—why not make it work to your profit?

Such names form the basis of a most effective mail series—they are advertising material of the finest quality—they represent prospects upon which the first impression has already been made—and—properly worked with the right kind of advertising such a list can be made to yield a splendid profit.

Have you such a list—or can you procure one from the musty, cobwebbed records of past transactions that adorn the top shelves of your storage vaults? If you can, write us about it, tell us something about the character of the names on it and how many there are of them, and we'll make you a proposition for turning this unemployed capital into a profitable investment.

How does the proposition strike you? There's money in it.

Might as well realize on your investment if you can, hadn't you?

Now some house-organs that come to this unhallowed sanctum consist very largely of general miscellany, more or less interesting—the idea seeming to be to sugar-coat the pill of publicity. But *Light* is *all* business; and although I admire the other house-organs issued by printers, I think I like *Light* best of all. For it recognizes this principle of publicity: There is nothing that so much interests a business man as telling him how he may increase his business. There is no hackneyed advertising prosiness in *Light*. It doesn't say anything without having something to say. Take the above quotation, for instance—is it not interesting to those whom it is the mission of *Light* to interest? Is it not something that a business man can read in business hours without feeling that he is momentarily neglecting his business? And is it not likely to bring business to the proprietors of *Light?*

❧ ❧

Some of the paper men know how to advertise. Take what the Old Hampshire Bond folks are doing, for instance—helping the printers by their publicity, and getting the printers to help them. And the J. W. Butler Paper Company, with their trade paper ads which are fully as beautiful as the best of those appearing in the magazines—and are, moreover, practical. Here's a folder from this concern, telling of Sheepskin Parchment—and showing it, together with its use in connection with a machine-ruled train register. "This is not a new brand of paper," they begin, "but * * * ." Now that's right in line with recent remarks I have made as to not advertising *new* products exclusively. "I'll keep kick, kick, kicking away to the *n*th time," said Tod, the persistent student in "Sentimental Tommy," when a comrade jeered at his "fourth try" for matriculation. "Which means till the door flies open," said the dogged little woman—the gallant Tod's no less gallant wife. And you can't advertise goods most successfully unless you keep "kicking away to the *n*th time," for "the period of diminishing returns" in the ad-advertising of good things is very seldom reached "by a single bound." (Continued in August issue.)

BUSINESS NOTES

This Department is conducted for the benefit of advertisers, and expresses their claims and views

In fully four-fifths of the print-shops and binderies throughout this country can be found one or more machines bearing the Sanborn name-plate, each machine a mute witness of the enduring quality of the machinery manufactured for many years by George H. Sanborn & Sons, at Mystic, Conn.

Three years ago the Standard Machinery Co., successor to the old Sanborn concern, took on a new lease of life. Mr. Charles E. Wheeler, a well-known successful salesman of printers' and bookbinders' machinery in New York and the East, became interested in the Mystic factory, and took the general managership of the reorganized company. Ever since the plant at Mystic has been undergoing enlargement and improvement, new buildings replacing old ones, and new and improved machinery replacing the old machinery, until today there is not a plant in the country manufacturing paper cutters and bindery machinery that is so completely up-to-date and equipped as the Mystic factory of this company.

By hard work, Mr. Wheeler has brought the old concern to the front again. The old line of Sanborn cutters, embossing presses and binders' machinery has been brought up to the minute, and the high standard which made Sanborn machinery famous the world over for more than half a century is manitained in the new and improved machines now going out. The Improved Keystone cutter, the ideal machine for the small printer, is proving its qualities in many print-shops; the Gem lever cutter, the original Gem, by the way, is finding ready sale wherever a high-grade lever machine at a low price is appreciated; and the Keystone Automatic-Clamp Cutter has already proved itself the automatic cutter without a single objection. The new line of heavy embossers Mr. Wheeler has brought out is meeting with an enthusiastic reception among binders, leather grainers, wall-paper manufacturers and in other lines where these machines are used.

The Standard Machinery Co. buys all its materials at first hands, pays cash for everything, and with modern machinery and methods and the best mechanics, is enabled to turn out this high-grade of machinery at the lowest possible price.

New York, June 22, 1905.

National Printer-Journalist, 1319 *W. Ravenswood Park.*

On June 18 the public printer ordered seventy-two additional monotypes for use in the government printing office at Washington. As soon as the new machines are installed there will be one hundred monotypes at work there as twenty-eight have been running for about a year. This order for monotypes is the largest typesetting machine order ever given.

Wood & Nathan Co.

The Waukonda, S. D., *Monitor* has been sold by the Chas. M. Palmer Company to Guy A. Farrington. Mr. G. W. Fitch was the former owner.

AMERICAN TYPE FOUNDERS CO. IN DETROIT.

For the convenience of customers in Detroit and Eastern Michigan, the American Type Founders Company on May 16 opened in the Murphy Power Building, 39-45 West Congress Street, a fully equipped type and printers' supply house. Mr. F. H. McClure, who has for years been the American representative in Detroit has charge of the new Selling House.

This places at the disposal of printers in Detroit and Eastern Michigan the entire facilities of the American Type Founders Company—the largest manufacturer of type in the world and the largest merchant in printers' machinery and printers' supplies. Detroit is one of the important printing centers of the country and the convenience of this new Detroit House will therefore be cordially appreciated.

This company is certainly living up to its claim to be "the leaders in type fashions" and during the past twelve months has brought out twenty or more new type faces to say nothing of the additional decorative material. The popular "American Line" now means something like sixteen hundred fonts cast on the lining system.

The attractive specimen books and the notable pamphlets and type showings issued of late keeps the American Type Founders Company in the front ranks. And now of all the resources and facilities of the company are at the disposal of Michigan printers and they are certain of prompt and courteous service through the Detroit House.

CHELTENHAM BOLD ITALIC.

Cheltenham Bold Italic is a type face which will commend itself to every newspaper man not only for use in his advertising columns but also for display headings. It is an italic face, but with very little slope and being cast from deep cut matrices the kerning letters are made extra strong with little overhang. The American Type Founders Company has been quick to appreciate the possibilities of the Cheltenham design and this latest addition will prove one of the most popular for this notable Cheltenham family. Specimens of the Cheltenham Bold Italic are shown in this number from 6 to 72 point sizes.

CHALLENGE SIDE FRAME PROTECTOR.

All users of paper cutters are well aware that one of the greatest dangers of breakage is from the paper shavings wedging in between the knife and the side frame.

Up to this time no device was perfected that would prevent this trouble. The Challenge Machinery Co. of Grand Haven, Mich. are offering their new attachment to power cutters which they call the Challenge Side Frame Protector. This absolutely prevents anything of this kind and is one of the real valuable new devices that have come out during the last few years. We advise our readers to write to them and they will send full particulars showing this attachment which is found only on their Challenge and Advance Cutters.

"THE GREEN BOOK OF SPRING."

A companion—so to speak—of the "Golden Book of Business" and the "Printer Man's Joy," which have heretofore been sent out.

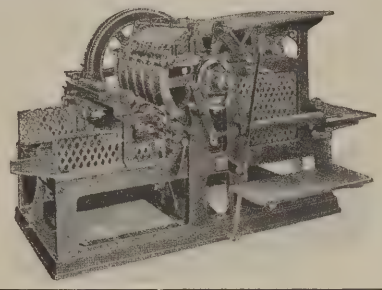
As one will note, the examples illustrated in "The Green Book of Spring" tend rather to simple forms of type arrangement than to the more decorative showings, as contained in its predecessors. Still, it is hoped and believed, from the very fact of the treatment being of a simple nature, that its contents may be equally as acceptable and attractive to all, because it deals with such forms of commercial printing as every office is called upon to produce daily.

REAL NOVELTY.

We never remember seeing so extensive a line of really unique labor-saving machines and appliances as is included in the advertisement of the United Printing Machinery Co. on page 457. This company has shown us some other inventions it will place on the market which will still further sustain its reputation for offering a twentieth century line of machinery.

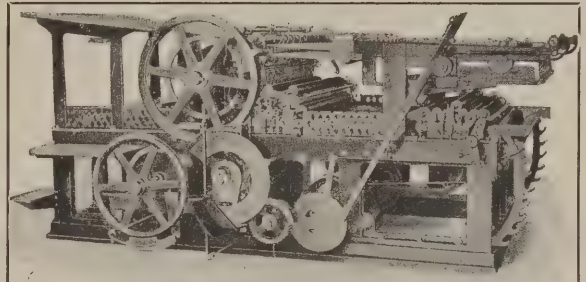
Scott Printing Presses

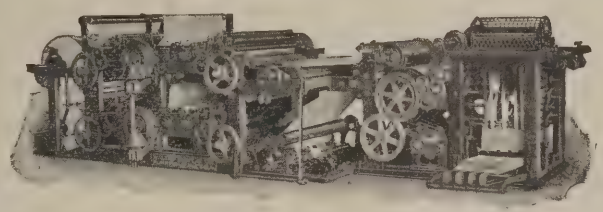
For All Kinds of Work



THE SCOTT Job Cylinder Press is the fastest drum cylinder flat bed press on the market. It is equipped with the new bed motion that has made our two-revolutions famous. It will print anything from tissue paper to cardboard at a speed up to **Thirty-six Hundred per Hour.**

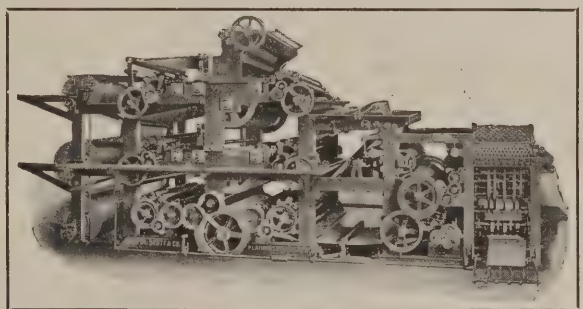
THE SCOTT Two-Revolution Press with the new bed motion has no intermediate gearing between the bed and cylinder and is an easy running machine. The machines are built with two or four form rollers, rear, front fly or printed side up deliveries as desired.





THE SCOTT Two Tiered Printing and Folding Machine. This machine will produce 4, 6 or 8, 10, 12 or 16 pages all inserted, pasted and folded to half page size at a speed of 13000 per hour.

THE SCOTT Three Tiered Straight Run Printing and Folding Machine. This machine will produce 4, 6, 8, 10 or 12 page papers at a speed of 26,000 per hour. It will also work 16, 20 or 24 pages and it is the only three tiered press two pages wide that will print a 14 or 18 page paper and deliver the different number of pages all inserted and folded at a speed of 13,000 per hour.



¶ All machines shown here and many others are illustrated and described fully in our catalogue which we will cheerfully send on request. Write to-day to nearest office for same.

NEW YORK OFFICE, - 41 Park Row
CHICAGO OFFICE, 321 Dearborn St.
ST. LOUIS OFFICE, - 319 N. 4th St.
BOSTON OFFICE, - - 7 Water St.

Cable Address — WALTSCOTT, NEW YORK

Walter Scott & Co.

Plainfield, New Jersey, U. S. A.

Wants and For Sale.

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office no later than the 20th of the month preceding date of publication. Cash must accompany order.

HELP WANTED.

MANAGER—For Southern office with local and class publications, and a good job business. Splendid opportunity for man of energy, experience and ability; must be able to invest $5,000 to $10,000. Address, "South", care National Printer-Journalist.

FOR SALE—PRINTING MATERIAL

FOR SALE—The following fonts of 2-letter Linotype Matrices: Two fonts 6-point No. 2 with Gothic No. 3; three fonts 9-point Devinne series with Antique No. 3. The above matrices are complete and practically as good as new. Will sell at $40 per font. GENEVA PRINTING COMPANY, Geneva, N. Y.

FOR SALE—Daily and job office; best proposition in Southern California. Will require $20,000 cash or good paper to handle; will not sell on time. Address, "Opportunity", care National Printer-Journalist.

FOR SALE—$1700 buys newspaper and job office in Western Washington. County seat town. Population 1200. Official county paper. Power presses, material nearly new. Invoices $2057. A snap for somebody. Between $500 and $600 in good accounts goes with it. Owner needs money in other business. Address, Tribune, Shelton, Wash.

ELECTRO COPPER-FACED TYPE. Empire Type Foundry, Delevan, N. Y.

MISCELLANEOUS

A COLD SIMPLEX STEREOTYPING OUTFIT, $17.00 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

THE VAN BIBBER ROLLER CO., Sixth and Vine Sts., Cincinnati, will give you *the best rollers* that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in presswork than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

SOUTHWESTERN WEEKLY

without competition in field reaching forty miles every direction. Equipped with five presses. Gets all county patronage as it is only paper in county. Being Independent receives both Democratic and Republican patronage. 1904 returns to owner for time and investment were $2816.85. Will be sold for $3000.00; ⅔ cash, balance deferred. Healthy location at high altitude. Proposition No. 90.

C. M. PALMER
NEWSPAPER BROKER
115 Dearborn St., CHICAGO
277 Broadway, NEW YORK

PHOTO-ENGRAVERS
SHOULD USE
★GLOSSOID BRANDS★
OF POLISHED ZINC AND COPPER PLATES
STAR ENGRAVERS SUPPLY CO.
81 and 83 FULTON STREET
Telephone 139 John NEW YORK CITY

WANTS TO

tell you that pictures made on *Crown Engraving Plates* are exactly suited to newspaper illustrating. No blurred, imperfect or indistinct lines, no tedious or troublesome chemical processes, no time wasted, but the best, the quickest, the cheapest, the only thoroughly satisfactory method of making cuts.

¶ Used by the largest daily papers, used by weeklies; used in every State and Territory; used in every country on the Globe. Correspondence with artists solicited. For prices and detailed information,

ADDRESS

HOKE ENGRAVING PLATE CO.

Patentees and Sole Manufacturers

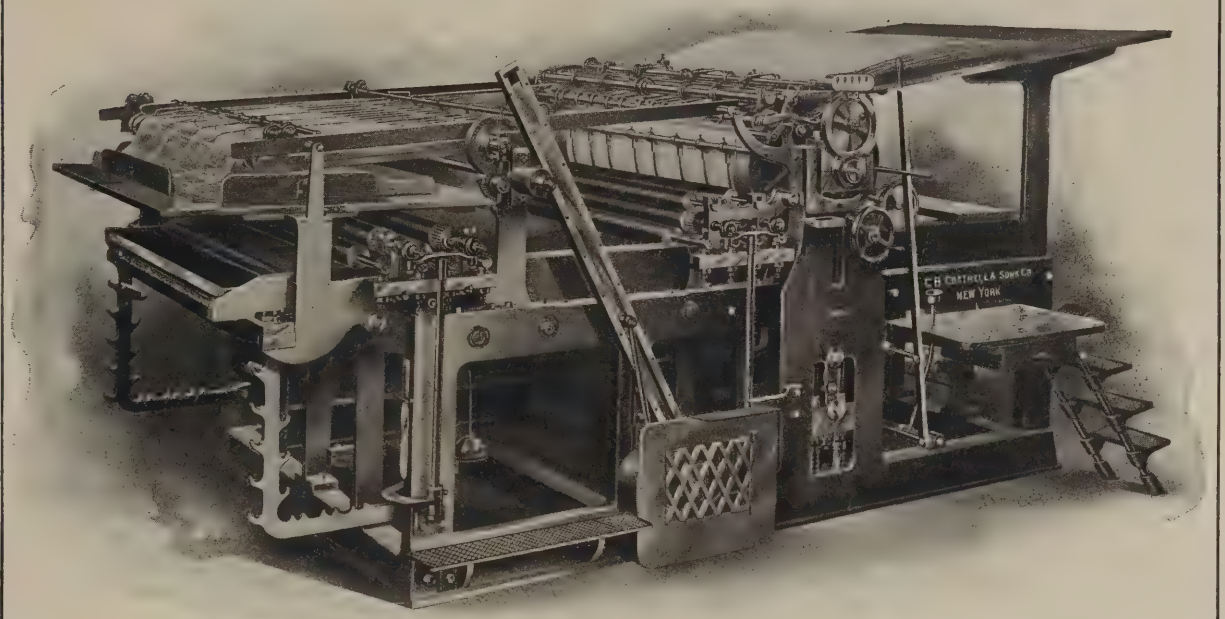
ST. LOUIS, MO.

111 Fleet St., E. C. London, England

YOU'LL LIKE MY STYLE

¶ The Editor needs my **STYLE CARD** on his desk to assist him in preparing copy
¶ The Compositor should have a copy of my **STYLE CARD** hanging near his case to answer the many questions of style which arise daily. It makes your proof cleaner
¶ The Proofreader will find my **STYLE CARD** a valuable help in harmonizing the style of the office. Insist on its constant use
¶ The Reader will note the improvement in your paper if you use my **STYLE CARD**
¶ Printed on heavy cardboard, with round corners, punched for hanging in a convenient place. It become a necessity as soon as seen
¶ One for 10 cents; three for 25 cents

E. S. Hanson, 1524 E. Ravenswood Park
Chicago, Illinois



The Cottrell High Speed Two Revolution Press

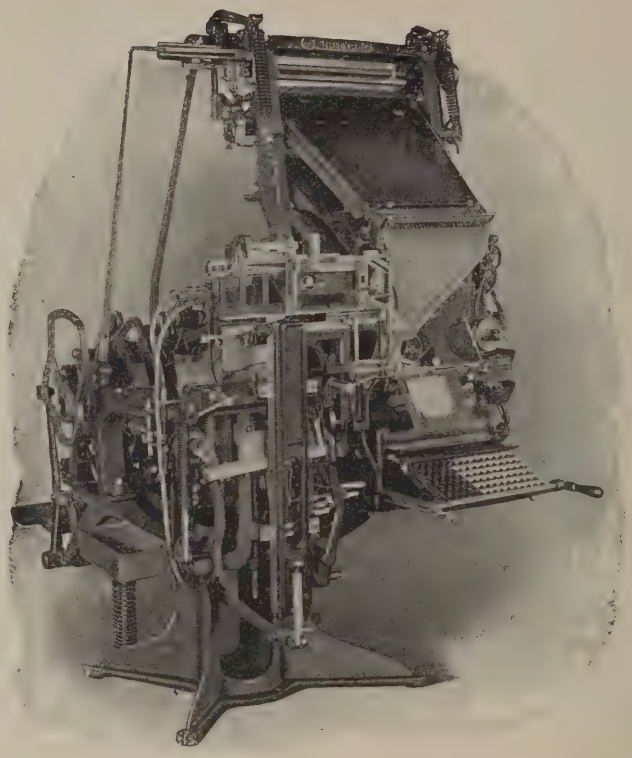
Specially designed for the exacting demands of three-color printing where perfect register is absolutely necessary. New features have been added for facilitating the production of the finest work.

The press is furnished with our Patent Convertible Sheet Delivery which can be set to deliver the sheets printed side up, or it can be changed to the regular fly delivery in five minutes time. The convertible delivery is operated by a variable speed crank motion which dispenses with the fly spring, thus saving the power required to compress the spring, at the same time making the motion more simple and convenient.

C. B. Cottrell & Sons Company

41 Park Row, New York **279 Dearborn St., Chicago**

Compare Linotype Terms with all others



10,000 in Daily Use.

Have confidence in what you offer for sale

WE demonstrate our implicit faith in the Linotype Machine by the terms which we have always offered, viz.: Leasing the machine with the privilege of returning it at the end of first rental year, at our expense, should it prove unprofitable, or for any other reason whatever. Or, we will sell the machine for cash, or for cash and notes.

The established printer has his choice of terms

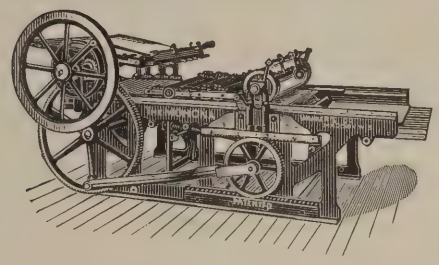
MERGENTHALER LINOTYPE COMPANY

P. T. DODGE, President

New York Chicago New Orleans San Francisco

TWO GREAT PRESSES

THE MONONA LEVERLESS
AND
THE NEW WONDER



For News, Poster and Book Work.
Unapproachable as savers of Time, Money, Worry.

Mid-Summer Clearance Sale of Washington, Ideal and Cylinder Presses—Immense Bargains.

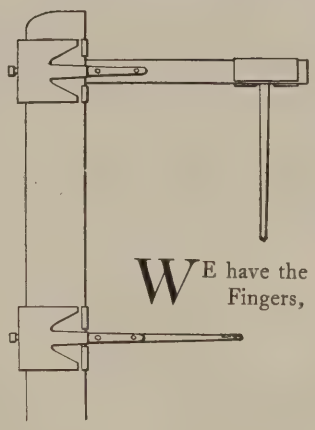
SEND FOR PARTICULARS TO

W. G. WALKER & CO.

DEPT. N, MADISON, WIS.

Megill's Patent Steel Fingers

FOR ALL GRIPPERS



These are an improvement over our Brass Fingers.

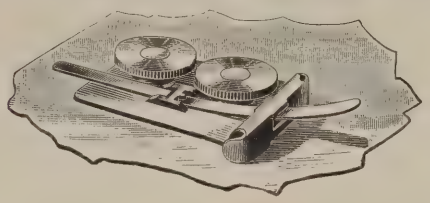
⅛-inch Side Fingers, each - 60c
⅜-inch Side Fingers with Down Fingers - - - 85c

Down Fingers are not interchangeable with Brass Fingers.

WE have the best of everything in Gripper Fingers, Feed Guides, Gauge Pins, Automatic Gauges, etc., for Platen Printing Presses.

Hold original patents and caution against infringing articles.

MEGILL'S PATENT DOUBLE-GRIP GAUGE



Is taking wonderfully, especially where glue or paste has held sway.

Death Grip. Adjustable.

In stock by all progressive dealers.

E. L. MEGILL, Mfr., 60 Duane St., New York

THE BLACK-CLAWSON CO.

HAMILTON, OHIO

BUILDERS OF

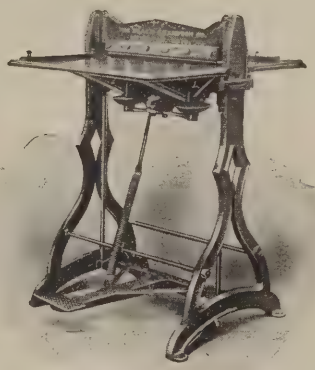
PERFORATORS

INK MILLS

SATURATING AND DRYING MACHINERY

PLATING MACHINES

CALENDERS



FOOT POWER PERFORATOR

SPECIAL MACHINERY

PAPER AND PULP MILL MACHINERY

WRITE FOR PARTICULARS AND PRICES

PRINTER'S BOOK

A MINIATURE CYCLOPEDIA OF USEFUL INFORMATION

FOR Compositors and Pressmen. "Helps and Hints for Printers." Thirty-two pages, 3x4½ inches, just right for vest pocket. Tells how to simplify advertising and job composition. How to make ready half-tones, jobs, etc. A novel overlay process. Care of rollers, reviving old ones and doctoring sticky rollers. A dozen or more formulas for ink reducers and dryers. Reviving copying ink and tablet glue. Making gold sizing of any ink. How to kill electricity in paper. A simple stereotyping apparatus in your own office. How to make zinc plate and the whole story of embossing. Many other valuable hints. 25 cents.

PUBLISHED BY

CHAS. A. KING,

BEVERLEY, MASS.

Berlin
Ink and Color Company

Printing Inks

News and Poster Inks
Cut and Special Inks

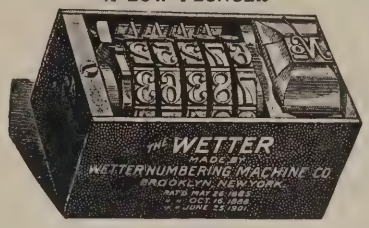
Litho Inks

Book and Job Inks
Bronzes and Dry Powders

Eleventh and Hamilton Streets, Philadelphia

Chicago: 188 Monroe Street Detroit Indianapolis Richmond, Va.

THE ONLY MACHINE WITH A LOW PLUNGER



The WETTER

Is the only TYPE-HIGH numbering machine that can be worked on either a cylinder or platen press.

A TYPE-HIGH Automatic Numbering Machine. Locks up in the form like a slug or cut. No attachments of any kind are necessary to operate it. Automatic from 1 to 100,000. Will number anything. Compact and small enough to lock up with type matter permitting of Printing and Numbering at One Impression.

EVERY TYPEFOUNDER AND DEALER CARRIES IN STOCK AND ENDORSES THE "WETTER"

THE WETTER NUMBERING MACHINE CO., 331-341 Classon Ave., BROOKLYN-NEW YORK, U. S. A.

Cable Address: "WETTER-BROOKLYN." Code used, ABC, Fifth edition.

Inkoleum is a pure colorless liquid and does not affect working properties of inks like paste compounds introducing foreign matter, wax, tallow, etc., which lessens strength of color. **Inkoleum** spreads pigment evenly and gives best results. Try it and note the difference.

Ink Reducer and Dryer

INKOLEUM

THE OLDEST AND STILL THE BEST

PRICE 50 CENTS. NO SAMPLES.

Use Inks of heavy body and reduce with **Inkoleum** as paper requires. Thin inks are reduced with varnish and color weakened. **Inkoleum** will start your presses cold mornings without washup. The only reducer **sold by supply houses** everywhere. That tell's the story.

ST. LOUIS PHOTO ENGRAVING CO.

DESIGNERS AND PROCESS ENGRAVERS

HALF-TONE AND ZINC ETCHING

N.E. COR. 4TH & PINE STS.

SEND FOR SAMPLES.

ST. LOUIS, MO.

KNIFE-GRINDERS

FOUR STYLES MADE IN SIXTEEN SIZES FROM 20 TO 90 INCHES LONG. WARRANTED FOR WET OR DRY GRINDING. :::: WHEN ASKING FOR QUOTATIONS SEND US LENGTH OF KNIFE (NOT WIDTH OF YOUR CUTTER) ═══

COMPLETE BINDERY OUTFITS

The BLACKHALL MANUFACTURING COMPANY ::: 17 Lock Street, Buffalo, N. Y.

YOUR ANNUAL INVENTORY

will show the exact condition of your business if written up on "Blanchard's Annual Tables for Printers and Binders." Sent postpaid on receipt of the price, $2.00. Address,

National Printer-Journalist
1319 Ravenswood Park, Chicago

Law of Newspaper Libel

Common-law principles only discussed.

Good in any State.

By D. M. BUTLER
Editor Nebraska *Legal News.*

Send for a copy—25 cents—to LEGAL NEWS, Lincoln, Neb.

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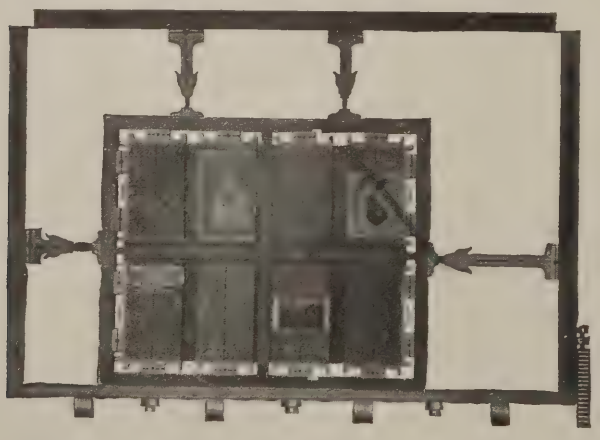

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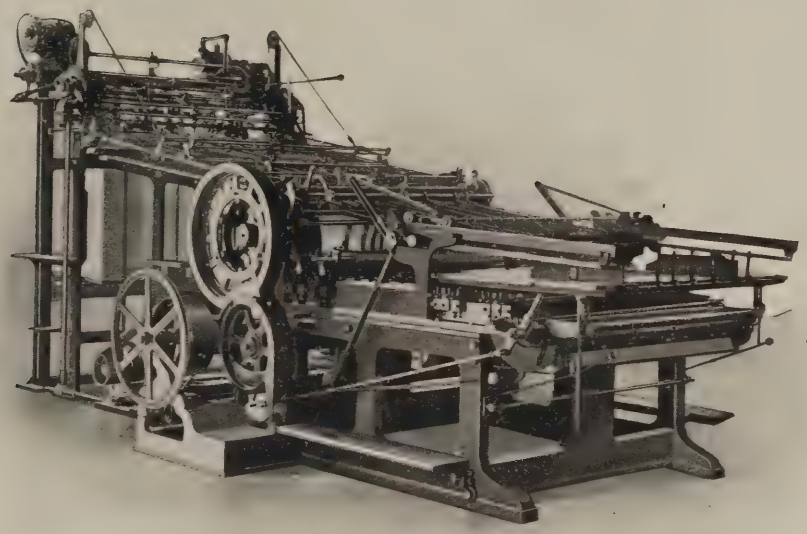

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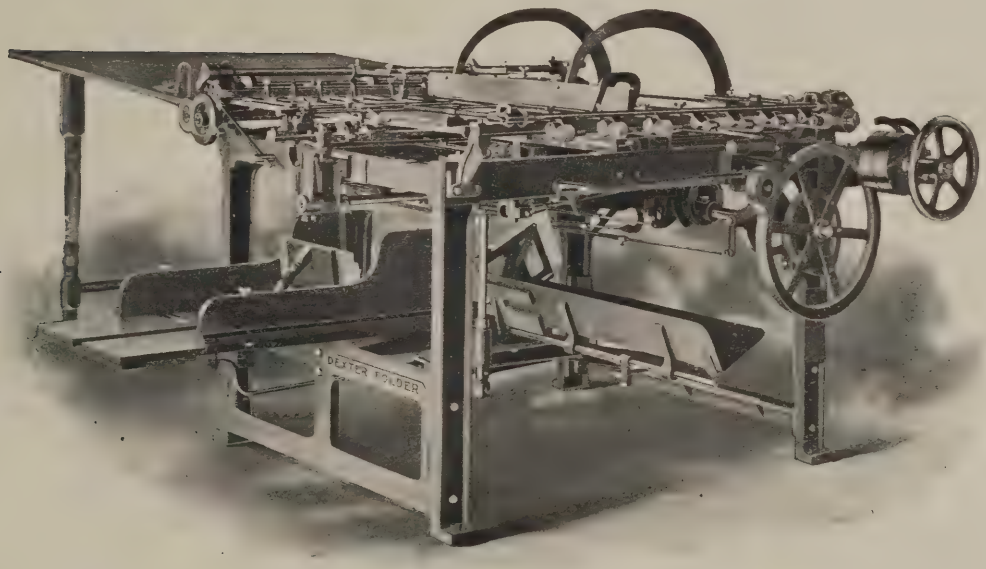

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On	750.00	and less than 1000.00,	17½ per cent
On	1000.00	and over - -	20 per cent

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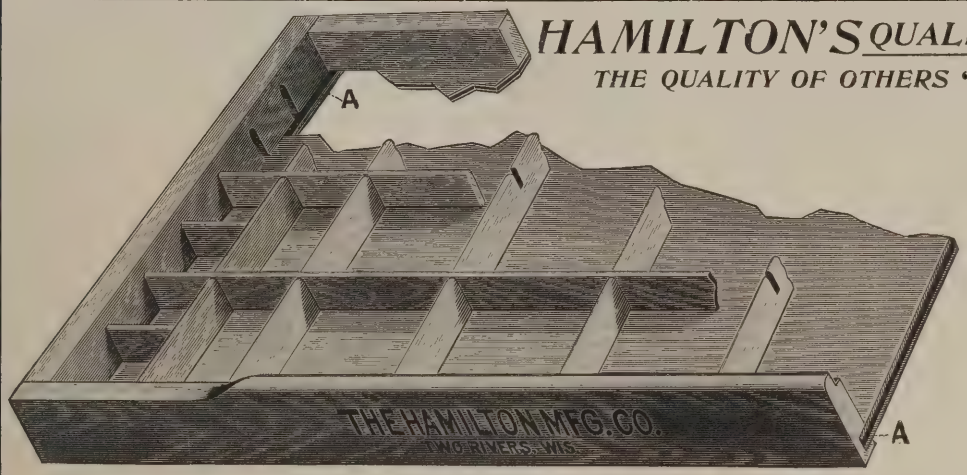

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IT IS THE HANDIEST LITTLE TOOL EVER USED IN A PRINT SHOP AND COSTS YOU NOTHING

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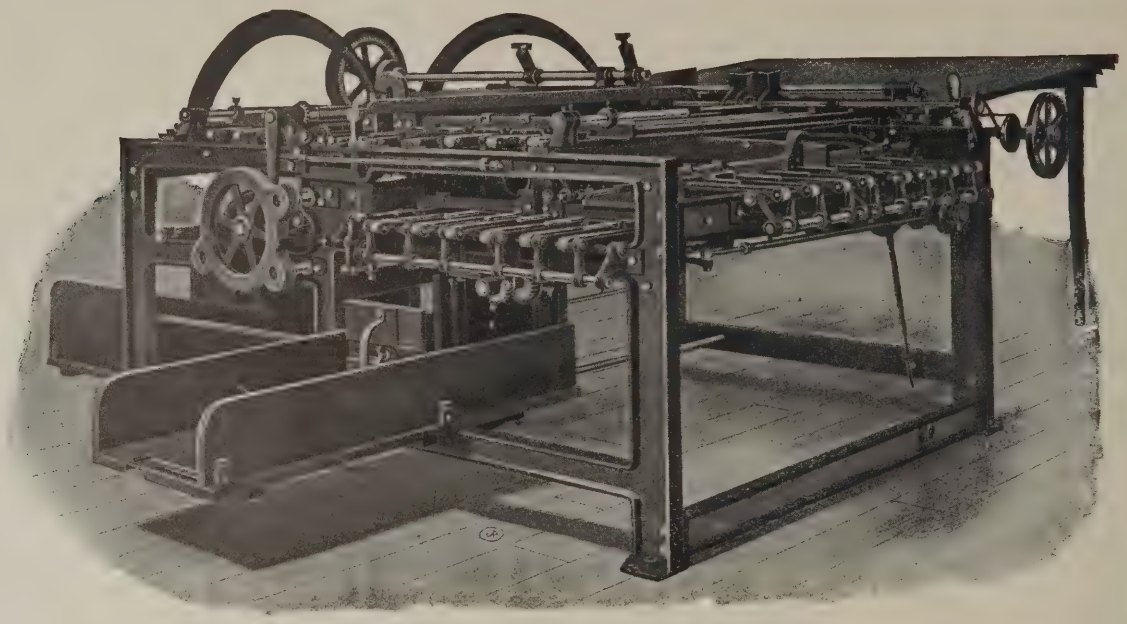

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¶ You should have the outfit and our up-to-date stock and advertising cut service. Address

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10 Sizes and Styles

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2 Sheets to ¼, ¼, ⅜, ⅝, ⅞, 1⅜ inches

From ¼ to 1⅜ inches
From ⅜ to 2 inches

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The only machine that punches and eyelets at one feed. Price reduced.

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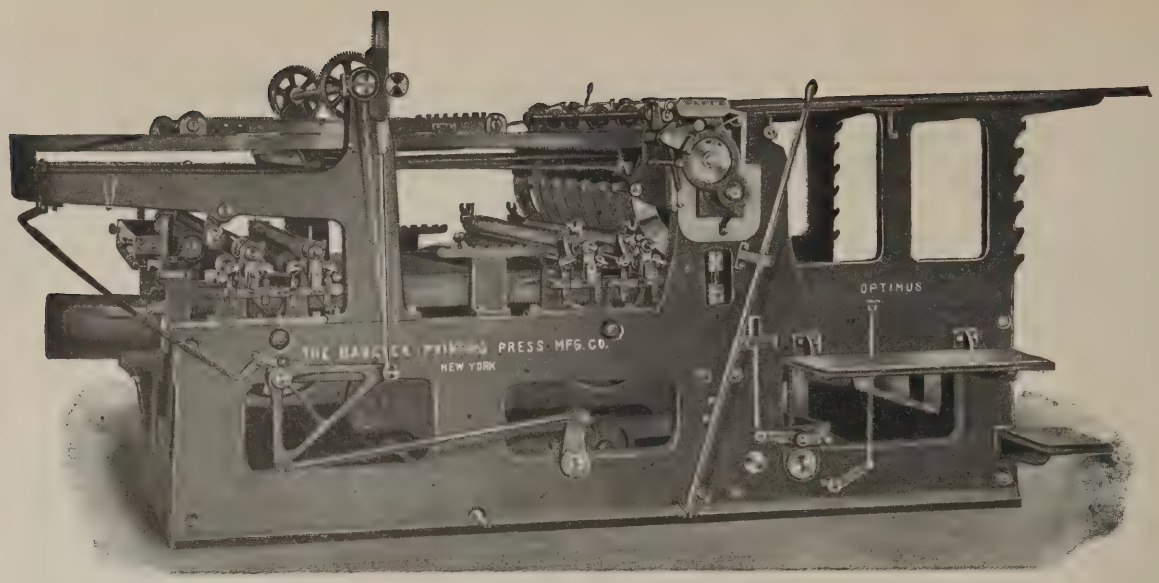
Everything for the Printer, Electrotyper, Stereotyper and Engraver.



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A firm printing a certain job found it necessary, because of long runs, to provide two sets of linotype slugs to satisfactorily complete it. The contract expiring, the work was given to a firm using Optimus presses. The difference in the bids WAS THE COST OF ONE SET OF SLUGS, which was not needed.

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THE OPTIMUS

Only on the Optimus is it possible to show little or no wear to forms on long runs. This press is not only economical in small items, but effects savings where savings count big and fast, as in the above, where one entire composition and several careful make-readies were dispensed with. This advantage (much greater than is generally understood) alone secured the work. The Optimus presses sold their own product without diminution of profit. They commanded the order. They domineered the business. Without them one firm would have had no superiority over the other.

THE OPTIMUS

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THE MONOTYPE

& the Other One

An Indorsement

Johnny, bring me the scissors;
Hand me that pot o' glue;
Fetch me that goldurned letter—
And an asterisk or two.

Talk about your indorsements,
And sizzlin' words of air!
Just watch me trim this letter
Till I bang 'em one for fair.

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Sole Selling Agent THE MONOTYPE

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The MONOTYPE *& the Other One*

LOOK ON THIS LETTER

REDFIELD BROTHERS

OF NEW YORK CITY

Indorse the Linotype

MERGENTHALER LINOTYPE CO.

GENTLEMEN:—Replying to yours, etc., * * * * * the work of the machines (Linotypes) was perfectly good and satisfactory up to the time we disposed of them. For the past two years the character of our work has gradually changed, until now we are devoting our attention almost entirely to work other than publication or book-work. We have nothing but good words to say for the Linotypes. We were always able to rely upon our machines for fast and accurate work. * * * * * We shall always take pleasure in saying good things for the Linotype.

Very truly yours,

REDFIELD BROTHERS

(Signed) TYLER L. REDFIELD

AS PUBLISHED BY THE MERGENTHALER LINOTYPE COMPANY IN THE "INTERNATIONAL PRINTER" FOR MAY

NOTE OMISSIONS INDICATED BY ASTERISKS

The MONOTYPE *& the Other One*

AND THEN ON THIS

Press of REDFIELD BROTHERS, *Designers and Printers of* Fine Books, Publications, Catalogues & Commercial Work. Makers *of* Half-tone & Line Engravings. *Address*, 411 to 415 Pearl Street, New York City

Mergenthaler Linotype Co., June 3, 1904.
Tribune Building, City.

Gentlemen:

Replying to yours of May 28: *We have no objection to telling you why we replaced our plant of Linotypes with Lanston Monotypes. To begin with, it was not because our work on the Linotypes was not good.* The work of the machines was perfectly good and satisfactory up to the time we disposed of them. For the past two years the character of our work has gradually changed, until now we are devoting our attention, almost entirely, to work other than publication and book work. We have nothing but good words for the Linotype. We were always able to rely upon our machines for fast and accurate work. *The Lanston is somewhat better adapted to our present needs, and that was our only reason for changing.* But we shall always take pleasure in saying good things for the Linotype.

Very truly yours,
REDFIELD BROTHERS
(Signed) T. L. REDFIELD

AS WRITTEN AND SENT TO THE MERGENTHALER LINOTYPE COMPANY BY MESSRS. REDFIELD BROTHERS

The words which the Linotype Company cut out are set in italics

☞ The letter head of Messrs. Redfield Brothers will indicate the classes of work for which they consider the Monotype superior

The MONOTYPE *& the Other One*

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Adversaries
Write
Our
Ads

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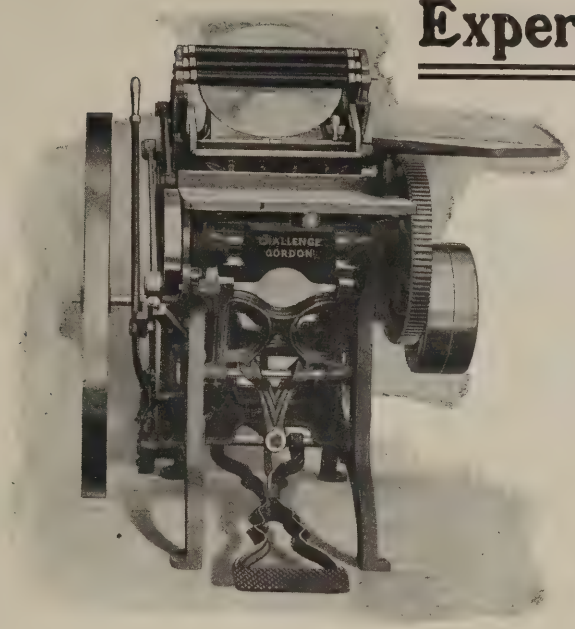

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¶ Glad to send you samples, descriptions and testimonials.

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AMERICAN TYPE FOUNDERS CO.

Set in American Type Founders Company's Meridntype, Cast American Line

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Of late years there has been a large demand for an

All around Book and Cut **BLACK**

suitable for general book, catalogue, circular work, etc., for type, cuts and half-tones on cylinder presses; a black which is lustrous, dense and strong in color, yet free-flowing and good-working, that dries readily when printed but not on the press, and is withal moderate in price.

WE HAVE JUST SUCH A BLACK

We have sold tons and tons of it, with such great satisfaction to all purchasers that we have decided, in order to introduce it generally and rapidly to 100,000 pounds of it, and offer it while this supply lasts, at the following prices. It is our

ABC BLACK

ABC Black in barrels containing about - -	500 lbs. -	18 cents per lb.
ABC Black in half barrels containing about -	250 lbs. -	19 cents per lb.
ABC Black in quarter barrels containing about	125 lbs. -	20 cents per lb.
ABC Black in kits containing - - -	50 lbs. each	22 cents per lb.
ABC Black in kits containing - - -	25 lbs. -	24 cents per lb.
ABC Black in case containing 12—10 lb. cans or	120 lbs. -	22 cents per lb.

50,000 pounds of the above will be kept at our factory, the other 50,000 pounds will be distributed from our Chicago branch.

The **ABC Black** will be furnished only in the above packages. Prices f. o. b either New York or Chicago—terms 30 days net, no cash discount. We reserve the right to limit the amount sold to any one customer, and to reject future delivery orders.

USE THE ANNEXED COUPON, sending it either to our New York or Chicago address

SIGMUND ULLMAN COMPANY

146th St., and Park Ave., NEW YORK CITY

45 Plymouth Court, CHICAGO, ILL.

Sigmund Ullman Co.

Please send at once by freight _____ lbs of your **ABC Black** packed in _____ at _____ cts. per pound as advertised in The National Printer-Journalist.

Name _____

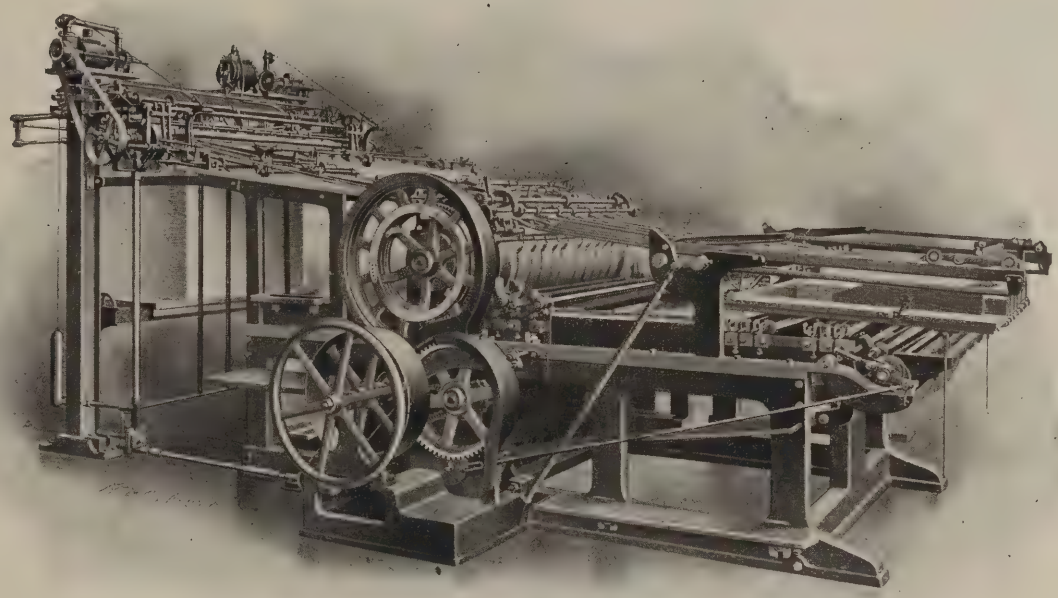
Address _____

City _____

State _____

"OUR CUTS TALK"
U.S. COLORTYPE CO.
THE
WILLIAMSON-HAFFNER ENG. CO.
DENVER, U.S.A.

Fuller Folders *and* Feeders

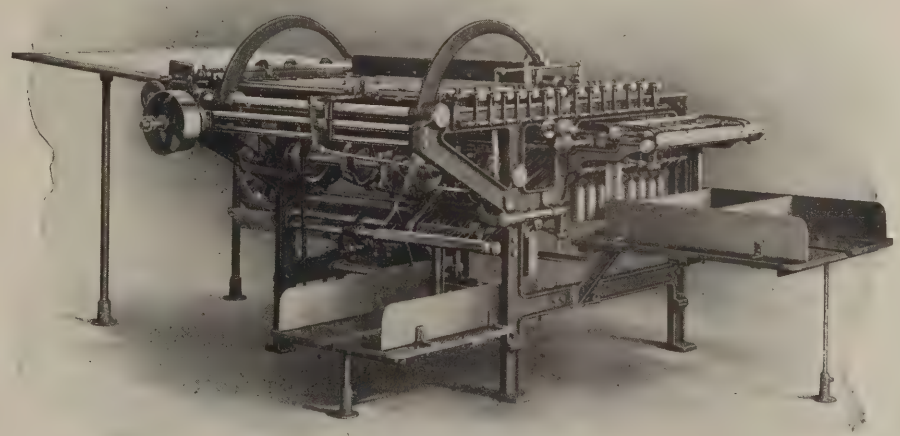


FULLER AUTOMATIC FEEDER FOR PRINTING PRESS

We guarantee an increase in production of ten to twenty-five per cent over hand feeding, absolutely perfect register and a saving in wastage of paper.

We make Automatic Feeders for all kinds of machines designed to handle paper in sheets

THOUSANDS IN SUCCESSFUL OPERATION



FULLER COMBINATION JOBBING FOLDER

Handles sheets from 12 inches by 16 inches to 38 by 50 inches, in any weight of paper without wrinkling or buckling. Folds and delivers 8, 12, 16, 24 and 32 pages, book or periodical imposition. Also long 16s, 24s and 32s, 2 or more "on."

E. C. FULLER COMPANY

Fisher Building
CHICAGO

28 READE STREET
NEW YORK

FACTORY
Brooklyn, N. Y.

IT IS TIME FOR HOT WEATHER
MACHINERY

We have some used Machines that are in first class condition and for sale cheap.

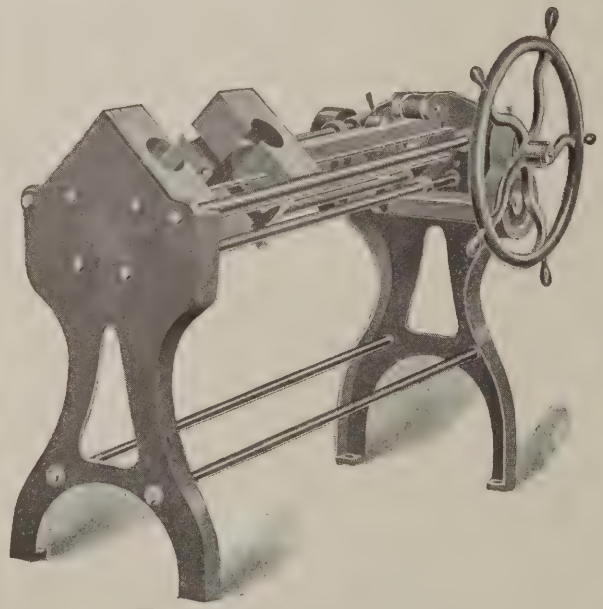
1—8 x 12 S. & L. Gordon with Throwoff, Steam and Fountain.
1—7 x 11 C. & P. Gordon with Throwoff.
1—8 x 12 Golding Jobber with Throwoff, Steam and Fountain.
1—7 x 11 Pearl without Throwoff.
1—9 x 13 G. P. Gordon Press with Throwoff and Steam.
1—21 x 29 6 Rod Latham Standing Press.
1—21 inch Latham Job Backer.
1—Tennis Book Sewing Machine.
1—Champion 4 Disc Paging Machine.
1—6 Col. Quarto Hoe Country Stop Cylinder Press-4 form rollers and Overhead Fixtures.
1—33 inch Advance Power Paper Cutter.

It will pay you to investigate.

CHAMPLIN & SMITH
121 PLYMOUTH COURT
CHICAGO, ILL.

Western Agents
KEYSTONE TYPE FOUNDRY
GOLDING MFG. CO.

It Will Pay You

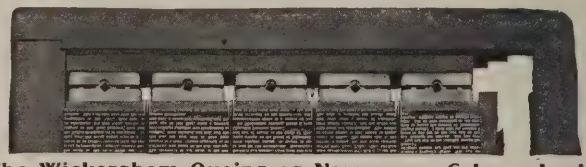


To compare our new back-geared
BUNDLING PRESS
with any other make, and, if not found superior in operation, durability, convenience and effectiveness, do not buy it. We send them on trial.

C. F. ANDERSON & CO.
394-396-398 So. Clark Street - - Chicago, Ill.

Best Locking Devices

Never Slide, Skew or Spring; Wonderful Power; Hold, positively, against wood, type or iron; Insure Perfect Register and Great Economy of Time.



The Wickersham Quoins as Newspaper Column Locks
As they do not slide when expanding, each column can be locked up independently. Thus absolute security, no working up of quads and blanks, and no delay in imposition or on press.

The Morton Lock-Up.—41 Sizes, 3-inch to 26-inch
These Rigid Locks combine Side or Foot Sticks and Quoins in one piece. They include all regular NEWSPAPER side-stick lengths and all BOOK and MAGAZINE measures.

The Wickersham Quoin is the Only Quoin
that conforms to either straight or uneven surfaces and ensures a square lock-up (also positive register) against out-of-true blocks, imperfect furniture, warped chases, etc.

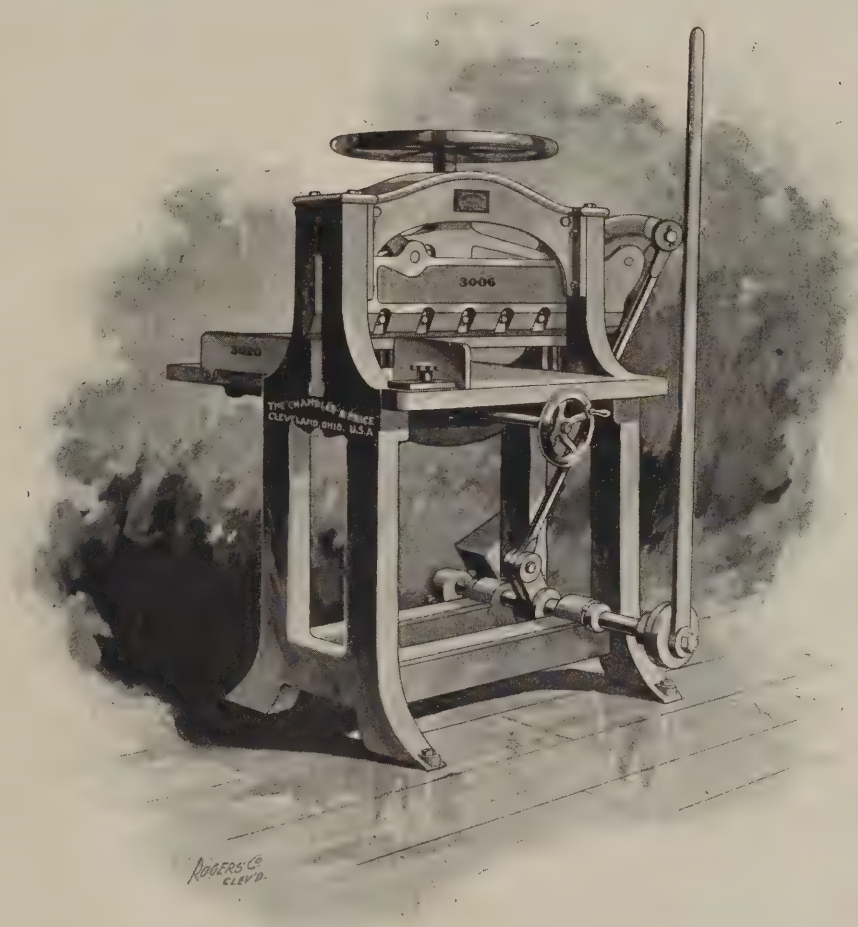
2,000,000 in use, giving entire satisfaction. Printers affirm they repay cost in a few months. Think of $3,000 saving in 5 years on a $200 investment in W. Q. Co. products! See Expansion Locks and price list, also the "Good Opinions of Good Printers and Good Men," in booklet. Send for copy.

Wickersham Quoin Company, Boston, U. S. A.

AGENCIES: America: Leading Type Founderies and Dealers in Printing Materials.
Great Britain: Caslon Letter Foundry, London.
Australia: Alex. Cowan & Sons, Melbourne, Sydney and Adelaide.
South Africa: John Dickinson & Co., Cape Town. Others elsewhere.

THE CHANDLER & PRICE
LEVER PAPER CUTTER

Is the Most Powerful, Substantial and Economical Lever Paper Cutter Manufactured.



On account of its mechanical simplicity, strength and ease of operation, the Chandler & Price Cutter has a reputation almost as great as the C. & P. Gordon Press, which is considered the acme of perfection by the printing fraternity, the world over.

THE CHANDLER & PRICE COMPANY

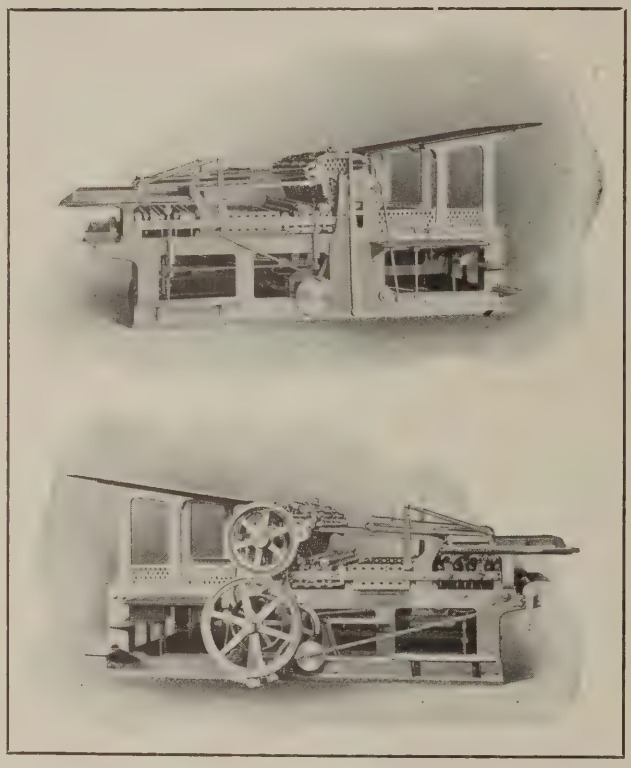
H. T. CHANDLER, President R. J. FRACKELTON, Secretary-Treasurer

MANUFACTURERS OF HIGH GRADE MACHINERY

CLEVELAND, OHIO, U. S. A.

The CENTURY

To the Man who Pays the Piper



¶ Have you any greater waste than the time your presses are stopped for "making ready"?

¶ Most make ready is due to a weak impression or to uneven bed or cylinder.

¶ If your presses are not absolutely accurate and inflexibly rigid of impression day after day, you will be wasting "make ready" money, and will never know that is it a weak press that is bleeding your payroll to death.

¶ *There is a scientifically accurate and inflexible press.*

¶ If your presses, each had been able to turn off a thousand additional impressions per day, how many times during the past year could you have named lower figures upon jobs that your estimate didn't catch?

¶ *There is a press that will do a thousand more a day than any other machine.*

THE CAMPBELL COMPANY

HENRY A. WISE WOOD, President

334 Dearborn St., CHICAGO 1 Madison Ave., NEW YORK

NATIONAL PRINTER JOURNALIST

A JOURNAL FOR PRINTING AND ALLIED TRADES

Volume Twenty-two | Chicago, August, 1905 | Number Eight

CIRCULATION IN ITS RELATION TO ADVERTISING.

THE CLEAN PAPER EXTOLLED AS A BUSINESS WINNER.

BY M. LEE STARKE, PUBLISHER AMERICAN ADVERTISER

IN WESTERN Canada, a few days ago, I broke off a twig from a tree and the sap oozed over my fingers. The instinctive thought came—this tree has circulation; it is alive. I broke a twig from another tree; it was brittle—no sap—and the instinctive thought came—no circulation; death. I asked a prominent physician, "If I had a poor circulation what would it mean?" He answered promptly, "Poor health." I then said, "If my blood should stop circulating what would happen?" and the answer came, "You would be a dead one." I asked a prominent financier what would happen if the great volume of money which now circulates among the masses were withdrawn, and he stated, "Business stagnation—death to commercial enterprise." You know that the same conditions apply to newspapers. Take away the circulation of a paper, and the paper dies.

Circulation is the life blood of advertising. Wherever there is circulation there is life. Cutting off a territory from a publication is like tying a string around your finger or wrist. There will be no circulation in that district. It is dead to the virtues of the advertiser's product. When one asks, "What is the circulation of this medium?" he is really asking, "How much alive is it? How good health does it enjoy?" Circulation is life, and the circulation of a newspaper is the fundamental basis on which all advertising value is computed. The mere purchase of space in a paper means nothing. The real standard of value comes from the service the paper renders in placing advertiser's announcements in the homes, and the value of this service must be measured, first, by the quantity, and second, by the quality of the medium's circulation.

There are two kinds of circulation. First—the newspaper, magazine, etc., that circulates as money circulates, from person to person, from home to home, and this is the most valuable circulation of all. It is the only real circulation which comes to you. Second: There is the circulation where the advertising is stationary and you circulate in front of it. I refer to the bill board, and practically all outdoor advertising. I cannot say that this is actual circulation of the advertisement, but it is the circulation of the readers in front of the advertisement. There are boards in New York, London and Paris in front of which, it is estimated, half a million people circulate daily.

The value of advertising, as I have stated, must be estimated on the quantity of papers circulated, but quantity does not always give the greatest value. The successful advertiser must know—he must demand to know—the actual quantity. This he has a right to do, just as good a right as though he were buying wheat, potatoes, or any other commodity. Suppose a hotel proprietor went to buy a lot of flour, and said, "Give me one hundred dollars' worth," adding, very naturally, "How many bags will that be?" and the miller replied, "None of your darn business." Such a reply would cause a sensation outside of publishing circles. It is not so often heard there as it used to be. It is coming more and more to be the good paper's pride to point to its sworn circulation, and net paid circulation at that.

Of course, the advertiser understands very well that quantity is only one side of circulation value. Quality, too, must be considered; quality, which is to a paper what character is to a man—the foundation of his influence and respect. To be sure, a paper may possess quality, be high class in every particular, and yet have so little quantity as to be practically worthless as an advertising medium. But no one will dispute my claim that a paper of quantity and quality, like the *Chicago News,* for instance, is worth more than a paper of mere quantity.

The advertiser has learned to study the average newspaper and to analyze it as he studies and analyzes his own salesmen. Would he send out a "tough" or a confidence man, or a "puller-in" off the Bowery? Would he send out an habitual liar? Not a bit of it. He is too good a business man. Investigate his pay roll and you will find that the biggest salaries are paid to the men "who know how to get an audience." Just so in regard to his paper. It must be able to get an audience; after getting it, it must be able to convince, and to do that it must have the manners and morals of a gentleman. He figures that a paper of 30,000, which possesses the confidence and respect of its readers, will sell more goods for him than a paper of 50,000 that is filled with filthy advertisements and news unfit for the home circle.

The advertiser is becoming more careful every year as to

the papers he uses to appeal to the homes. He knows that the paper with the manners and morals of a tramp will be treated just like a tramp—meet a chilly reception at the door, or at least be taken down the kitchen stairs. It will never enter the library at all; or, if it does, only to help kindle the fire. The clean paper, on the other hand, comes as an honored guest. It comes by invitation. It comes straight into the life of the family. It takes its place beneath the library lamp and spends the evening with the family. They ask its opinion before they form their own. They respect its views on all subjects. It is helping to shape the views and destinies of generations yet unborn. But, more than that, it is able to come closer than the purely intellectual side. Can you spend an evening, night after night, with a family and still talk only politics? Many a family looks to its daily paper to keep it in touch with the great heart of humanity. It is through it that they learn of the passions and sorrows on which hang the issues of life; through it that they read the births, marriages and deaths that are, after all, the supreme events of one great human family. Can any influence on earth be greater? Can we reasonably look for the same from the casual monthly guest? Or from the upstart stranger who gets in by chance and says his say in loud, vulgar tones, with no thought of the more serious meanings of life? It is not hard to believe that 30,000 paper salesmen such as I have pictured carry more conviction than 100,000 others of the cheap and flashy type.

The advertiser considers his advertisement a salesman on paper, and he knows that the cleaner and the higher grade a paper is, the more it is respected, and, therefore, makes for him a more respectable silent salesman than a cheap, flashy, sensational medium, filled with questionable advertising. The clean paper is worth just as much more to an advertiser as is the clean, respectable, gentlemanly solicitor, compared with the ordinary unclean, disreputable solicitor.

Thirty thousand honorable, gentlemanly solicitors can sell more goods than 50,000 of the unwashed. This holds true in advertising. The clean paper is a salesman, a silent salesman, with an entree to the parlor and library of practically every intelligent American family, presenting its advertiser's wares at a time when there is leisure and inclination for their proper consideration.

The price at which a paper is sold, in most cases, means a great deal to the advertiser. The public usually appreciates most the thing for which it pays most, and it usually follows the old motto, "You have to pay for what you get, but be sure you get what you pay for." If the best paper on earth were distributed free, it is doubtful whether it would ever acquire any great influence.

I call to mind a paper which is left regularly at my home. It has been left there for years. We have never subscribed for it, never paid for it, and never expect to. The paper is usually picked up by the maid and carefully deposited in the ash can. We subscribe for two papers, one a penny paper, which is read over for its sensational headlines and its bright, breezy style, but this, too, finds its way, after a brief perusal, to the waste can. We have another paper for which we pay two cents. It is a dignified, respectable, respected family newspaper. It is read, and copies of it can be found running back for weeks. This paper is clean, and the whole family can read it without shock to their finer sensibilities.

If I were a circulation manager, I would insist that the paper I was working for keep its columns clean, free from filthy advertising and filthy news. I would try to convince my publisher that his own self-respect and the respect of the readers of his paper demanded the elimination of all questionable reading matter and advertising, and show him that respectable home circulation is the one great asset of a newspaper. If I were preaching a business sermon to publishers, I should take as my text, "What shall a publisher give in exchange for his self-respect?"

Speaking of home circulation and the clean newspaper, I want to draw a picture that was so indelibly photographed on my memory that I can never forget it. I went to a city to investigate the claims of two competing papers. One was a penny paper with a circulation of about 40,000, and the other was a ten-cent-a-week paper, with a circulation of about 30,000. For a week I followed the carrier boy of the two-cent home paper block after block through the city. You can imagine my surprise when I found that this paper was delivered into over eighty per cent of the homes, and often not a single house in an entire block would be missed. What is still more remarkable, almost invariably, either on the stoop or at the window, some member of the family would be watching for the favorite paper. In talking with these people, I found that they referred to it as their paper. This paper, I noticed, was not pasted, and I was informed that this was omitted at the request of the subscribers, so that the paper could be divided and read by more than one member of the family.

I claim that this sort is the most valuable circulation and produces the most valuable advertising on the face of the earth. And there are many cities just like the one I speak of, where papers are delivered at practically the same hour every day. Its visits are paid for and the members of the families by whom it is received look forward to them eagerly.

The other paper had a large sale on the streets, a large number of copies were sent out of the city, and it had a fairly large circulation among the homes. I followed the carrier of this paper, but I saw no one watching for it. It was carelessly thrown on the stoop or in the hallway, just as if the carrier himself did not respect it. Confidence is the chief asset of a salesman, and the confidence and respect which the subscriber has for the newspaper, which to the advertiser is a salesman on paper, is its chief asset.

I want to impress upon you the importance of this statement: If an advertiser is convinced that the readers of a paper have every confidence in it, he feels certain that he will get results from its circulation. An advertiser studies circulation carefully, and the circulation manager should always bear in mind this fact when building circulation. It is the circulation that brings the advertiser the best returns that builds a paper. This is the most important phase of circulation. If the subscribers have confidence in the paper, the advertisers feel that they will have confidence in the advertising.

The circulation manager should insist that he be able to deliver clean goods and honest goods. By the delivery of clean goods, I mean clean papers containing only all the news and advertising fit to print. By the delivery of honest goods, I refer to the circulation that he delivers to the advertiser. He should state his exact circulation, and if he claims 50,000 he should deliver 50,000.

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*From a paper delivered before the National Convention of Newspaper Circulation Managers, King Edward Hotel, Toronto, June 7, 1905, by M. Lee Starke, Publisher of the *American Advertiser*, New York City.

"The greatest art is to conceal art," is as true in advertising and printing as in anything else. Be true to Nature, simple, clear, clean, strong, well-proportioned, adaptable, with everything in its proper place and adapted to the end in view, serviceable, truthful, natural.

MY CONTEMPORARY ACROSS THE STREET.*

BY J. D. MOYER, HONEY GROVE, TEXAS, CITIZEN.

FORMERLY every newspaper man felt it his duty to fight his fellow-editors, more especially those of his home town. At that time the country editor was not accorded the respect which he is today, and depended upon, to a great extent, what was considered charity. But the fraternal feeling has spread, and is permeating the Texas press, and it is now seldom that we see these attacks. To the Texas Press Association, to an appreciable extent, is this fact due. To its annual meetings, full of fraternalism and good fellowship, can be attributed the elimination of personalities.

But personal friction between contemporaries is not altogether a thing of the past. Occasionally one will still observe it, but I believe it is more noticeable among the larger papers of the country, the great dailies, than the country press. I observed recently in one of the larger dailies (it was not a Texas paper, however), a breezy little bit of personality in which the paper was roasting its contemporary for some alleged inaccurate statement in regard to the Russian and Japanese War, and closed with the assertion that a "last year's almanac was about as serviceable and far less dangerous than the punk paper which prints pipe dreams."

But these instances are few and far between when compared with a few years ago. There is now a more generous spirit between the gentlemen of the press, which is highly commendable.

Speak only good words of your contemporary. This is a law of success that should never be disregarded. When a publisher shrugs his shoulders and tells you what a cheap, vacillating, ne'er-do-well fellow his competitor is he is to be pitied for his small, shriveled and distorted heart. Never belittle the man who works opposite you. The time may come when you will want a favor of him. If you can not speak well of him, forget him.

As I said in the beginning. I have a competitor, and I can pay him no greater tribute than by saying that during the more than six years that I have been in the newspaper business in the same town—Honey Grove, the sweetest town on earth, and the place discovered by Davy Crockett—our relations have been the most pleasant. Nothing has ever occurred to in the least mar the happy condition which exists. It is the aim and object of each to work for and build up the town, and thereby build up and better our respective papers, believing that by coöperation the result can better and more quickly be obtained.

While, of course, in the newspaper business a complete union of interests and a division of earnings is impractical, still there is much that can be accomplished by coöperation with our competitors. It is certainly time to quit fighting each other and labor for our own and each other's interests. We must, if we would live, quit the ruinous business of cutting prices on subscriptions, job work and advertising, whether legal or commercial, and by each other's help establish a reasonable and legitimate remuneration for our labor.

Hate each other, if you must, socially, and even in the church, but keep your animosity out of your editorial columns—let go of each other when it comes to business where you and your family are interested, and where the interests of the community are at stake. The theory of the "survival of the fittest" is about the hardest thing a newspaper man ever tackled. Nothing is so hard to kill as a well-established newspaper, and the scars of battle are slow to heal.

My neighbor across the street, or rather around the corner, is a man in whom I have the most implicit confidence, and I believe I have no truer friend in Honey Grove than the editor of the *Signal*, one among the best papers within the bounds of the Texas press, and I truly place an inestimable value upon his friendship.

We often think nothing but the strange fascination of seeing one's thoughts in black and white can explain the almost sublime pertinacity with which some newspaper men stick to their calling, but many of them no doubt appreciate the importance and responsibility of their rank and stick to it for the "love of the thing." Such a man as that will make a success in the newspaper world, will accomplish much good and be respected as a citizen of inestimable worth in his community.

The country newspaper is but one of a thousand small rivulets that flow into the maelstrom of the metropolis, a messenger that goes swift-winged, laden with tidings to the great herald arteries that throb throughout the world. Brave little sheets that they are, wrapping their histories in a thousand heartaches and cramped ambitions, of bitter sacrifices heroically made, without a blot upon their record of faith and purity, and not a foul, scandalous line to mar the symmetry of truth and constancy. In the fellowship of journalism it is the quiet, golden-hearted man, stainless and pure as the white soul of him who guides its cruise over the deeps and shallows of this stormy journalistic sea that achieves success and wins the love and esteem of his contemporary across the street.

*From Address read before the Texas Press Association.

SOME NEWSPAPER LAWS.

BY D. M. BUTLER, LINCOLN, NEB.

Evidence that plaintiff in his newspaper published for defendant an advertisement at a price agreed upon by defendant's agents, that he mailed a copy of the newspaper to the defendant's address for one year, and that defendant never refused or returned the same, is sufficient to make the defendant liable for both the advertisement and the subscription—that is, there is no presumption in favor of a free copy of a paper because of the advertising. Goodland vs. Leclair, 78th Wis., 176.

The fact that an advertiser is aware of the continuence of his advertising after the time specified for its publication and that he takes the paper cannot be construed into a contract for a continued publication. Dake vs. Patterson, 5th Hun., 558. This case should not be confused with a case where publisher had no contract for any particular time in the first place. In such a case the printer may prove a custom of the trade to show that an advertisement with no contract as to time was to run until ordered discontinued. Thomas vs. O'Hara, So. Car., 302.

Where a publisher of a newspaper forwarded regularly by mail directed to one not regularly subscribing but who takes it from the postoffice, but who upon demand refuses to pay at the usual time and rates, denying that he is a subscriber, but continued to take the paper as before, giving no other notice to the publisher, the law will imply a contract. In such a case the publisher can recover what has fallen due within six years. Fogg vs. Portsmouth Atheneum, 44 N. H., 115.

NOTE—The statute of limitation would run against all of the account more than six years old.

The publisher of a delinquent tax list for a county is not entitled to be paid for his advertising charges as a condition before he delivers to the county treasurer the copies and proof of publication prescribed by law, and if he refused to make the delivery before he is paid, the refusal is a good defense to his demand. Brown vs. Otoe Co., 6th Neb., 111.

A county auditor has no right to publish in a newspaper of which he is the owner a delinquent tax list without a prior request from anyone representing the county and then compel the payment of the value of the work out of the county treasury. Stropes vs. Green County, 72 Ind., 42.

The notice of the sale of land for delinquent taxes may be published in a supplement if the circulation of the same is as extensive as that of the paper itself. Zahr vs. Selby, 15th Neb., 579; 19th N. W., 645.

Where a printer having contracted to print for his employer 1,000 copies of a book and no more, printed from the same type set up at the expense of his employer 500 other copies for his own disposal, he was held liable to refund to his employer one-third part of the expense of setting up the type, no actual damage having been proven. Williams vs. Gilman, 3d Maine, 276.

A legal advertisement which the law requires to be published for a stated number of days or weeks must be published as often as the paper is, that is, daily if the newspaper is a daily, or twice a week if the newspaper is a semi-weekly. State vs. City of So. Omaha, 33d Neb., 876; 51 N. W. Reporter, 291.

WHAT ARE WE HERE FOR.*

BY B. J. E. VERNER, LAMPASAS, TEXAS, LEADER.

Surely we are not in the printing business or at work as editors with the expectation of accumulating wealth, for the same capital invested, the same amount of energy exerted, the same care in the detail of management, there are many other lines more inviting and much more productive of what the rest of the world is supposed to be striving to obtain—the almighty dollar.

We are not here to show our learning, for however learned we may be, the use of Latin, Greek, Hebrew, German, Spanish, Japanese, Russian, or even Volapuk, or obscure words in our own cosmopolitan English, would soon cause the sheriff to knock at our doors, and our learning would have the effect of giving us "infamous notoriety," instead of "immense popularity."

Certainly not to abuse our enemies any more than to boost our friends, for, while every man in this line of business has both of these necessary adjuncts to success, yet he can not afford to vent his spleen on the one nor to use his business for the special advantage of the other. Then "What Are We Here For?"

Positively to do good, to build up, to promote the welfare of the public, to teach optimism. No man who did not see roseate hue of success where darkness and despair prevail would ever venture his all in a business fraught with so many risks, environed by so many difficulties, having hundreds of "bosses" in the way of patrons, with competition in every city, and the man who can buy an office for a "dollar down and a dollar a month" liable to set up any day as his competitor. No man but an optimist could be here with such surroundings facing him, and every newspaper worker in this assembly worthy of the name is an optimist.

This is one of the reasons why we are here and one of the reasons why we succeed. The true newspaper man can see the city before it grows, really when it is but a village, sometimes before the lots are put into blue print by the promoter. He will fight for its progress, he will urge improvement, he will spend more than his earnings in the betterment of his plant that he may better represent his location. He will build flouring mills, oil mills, cotton compresses, cotton and wool factories, bore oil wells, spread artesian water over the ground, establish schools, build court houses, locate county sites, build public libraries, establish rest rooms, bring law and order out of chaotic conditions and have the entire country on a boom by the time his type and presses are brought to him by the slow-moving freight trains.

If we can increase the population, the business, the industries of our respective cities by telling of the opportunities and openings which exist for success in any line, then that is "what we are here for."

All these things come to him. He is the pioneer who leads the way to success. He drives out ignorance, fosters the public institutions of learning, encourages morality, is sometimes even religious, and now and then holds public office of trust or emolument, which he always makes subsidiary to his work as a benefactor to the country. Texas he is the only true prophet in existence. He some times must write against space, but always something that interests, that instructs, that entertains.

What are we here for? To build up, to lead the people into better, higher way of living. While many of us are too poor to own a burial lot, we believe in having the best, the most substantial, the greatest of the advanced improvements for our people. Where the newspaper flourishes, fine churches are built, good schools are established, society improves, the people become intelligent, public improvements are inaugurated, the law is enforced, business grows in volume and variety and elysian fields appear. Without the newspaper optimist in this day, life would be a burden, society would become savagery, education would decay, morality would decline, public improvements would stagnate, cities would crumble back to dust, railroads would become unnecessary, pulpits would be vacant, the schools would lose half their attendance, teachers would die of dry rot, and soon a pandemonium would exist.

The newspaper man can not afford to be a pessimist, or in the latter day language a "knocker." He must live among the most intelligent, refined and cultured people on earth. His location must be the most favored spot in the universe. Healthfulness unsurpassed, morality supreme, the finest business point and the best business men in the world. If you have not this ideal place, then what we are here for is to make it that.

If we can insipre some worthy young man or young woman with an ambition to make better citizens than their fathers and mothers have been, then that is "what we are here for."

If we can help John Smith and his neighbors to be better farmers by telling the world of their present success, then that is "what we are here for."

If we can assist the good women in their noble work for themselves and others by telling of their aspirations and accomplishments, then that is "what we are here for."

If we can increase the educational facilities, build railroads, make good streets, roads and bridges, improve the manners, moral and general character of our people, by a consistent urging of these matters, then we "are here for that purpose and should know no such word as fail."

*From Address read before the Texas Press Association.

INVITED TO FRENCH LICK SPRINGS.

French Lick Springs of Indiana, near Indianapolis, has already invited the Executive Committee of the National Editorial Association of the United States to hold its next meeting at that popular resort. It will certainly be a very pleasant place to convene, and we understand that all possible courtesies will be extended. Those who enjoyed Indiana's hospitality on the occasion of the last meeting of the Committee will fully appreciate what this means.

THE AMERICAN CHAP-BOOK.

"Just the moment a merchant demands a type arrangement containing an element of newness, just that moment he should be demanded to pay the additional figure that such an arrangement is worth: this, with equal truth, whether the newness be the result of uncommon arrangement or of the use of uncommon type. A piece of furniture, suit of clothes, or any article of merchandise made in duplicate and sold from stock brings a fixed price. The moment one demands something special, the price is increased in accordance. This line should be just as clearly drawn in printing and can be so drawn inasmuch as the demand for something special and distinctive far exceeds the supply."

We quote the above from the text of the April Chap-Book which Mr. Bradley devoted to the subject of Business Cards. This is a most quotable little volume and we can't refrain from again urging that complete files be preserved by everyone receiving the Chap-Book. Unquestionably the value will be enhanced as soon as this unique little publication is out of print, and we understand that the series will be completed with No. 12, to be issued during July or August.

In the examples illustrating this article Mr. Bradley has given both plain and decorative arrangements and the little book is full of suggestive hints which cannot fail to be of practical value as well as of exceeding interest to every reader, whether a printer or one simply interested in the subjct of publicity through the use of printers' ink.

EDITORIAL NOTES AND POINTS

BY BENJAMIN B. HERBERT, CHICAGO, ILL.

THE first and principal object of a very great deal of advertising is not directly that of selling goods, but of establishing a worthy fame—a recognized reputation—to make the machinery, the goods and the house known. Traveling men bear universal testimony to the importance of having the goods and the house that they represent, favorably and universally recognized, through thorough advertising. It is the same with the salesmen in a store. Customers must come with some idea of the goods they seek, the more knowledge the better. With confidence inspired by effective advertising, it is then up to the salesman to do the rest—to make good by courtesy and a skilful presentation of the wares which should be up to all that has been advertised.

The lawyer who carefully and thoroughly conducts his small cases, putting all his energy, vitality and all possible preparation, knowledge and ingenuity into them, will soon have plenty of large ones to conduct. It is the same with the printer who puts all possible skill, taste, care and good material into his small jobs, acting on the principle that anything worth doing at all is worth doing in the best possible manner. Small jobs well done so as to be pleasing, effective—and that is what all printing is for—soon bring large jobs, and many of them. "He that is faithful in that which is least" will readily be judged as one "who is faithful also in much"—in the greater things (See Luke xvi: 10). The printer who neglects the little jobs, is pretty sure to neglect the little things that help so much to attractiveness and productive quality in the larger jobs. Good work is the best possible advertisement.

The same holds in advertisements. Every advertisement, no matter how small, should be given the very best appearance and display possible. The function of an advertisement is first to draw attention and to leave a favorable and, as far as possible, a lasting impression. No publisher can afford to print any but the most perfect and attractive ads that types and skilled, careful workmanship can make. A neatly-set and well-printed advertisement not only pleases the advertiser but helps the appearance and character of the paper, gratifies all who see it, and does an important work toward bringing results, retaining patronage and securing other advertisements. Every newspaper and every advertisement should be works of art noted for clearness, purity, simplicity, beauty and strength. There are few things handsomer than a well-arranged, clear, informing, well-printed newspaper page. Its very attractiveness carries a winning power.

The *Monitor* of Republic, Mo., printed its outside pages on June 23rd in red and blue, making the combination of "The Red, White and Blue," and invited its readers to "Republic's Party, July 4th." It is wise for newspapers to take advantage of the approaching National anniversary each year, to preach patriotism, a genuine, unselfish love of country, and to reprove sinners against her institutions and to arraign the violators of the rights of the people as well as to review the progress of the years and to treat of the existing conditions.

This is a country worthy the love, consideration, pride and best efforts of all her citizens. Her position, her liberties, her wealth, power, opportunities and possibilities are subjects for renewed congratulations all the time, but especially when the minds of her citizens naturally turn back to the beginning of our National independence and to the consideration of the spirit that actuated the founders of the Republic and to their heroic, noble, self-sacrificing labors and struggles by which freedom was established and National greatness and continuance made possible. It is well to point out the long-established truth that "eternal vigilance is the price of our liberites," as much today as any time in the past, and that there are still wrongs to remedy and foes of individual rights, of equality of opportunities, honest government and of faithful administration, to fight. It is not well, however, to be too pessimistic and, to our way of thinking, the *Monitor* errs in this particular. The *Monitor* says:

> Today a man sees a location with possibilities, and the first thing that suggests itself to him is "if I had the capital." A hundred years ago the only consideration was strength and endurance. The young man of today is helpless without capital and crazy with it. A hundred years ago the capital required was a gun, plenty of powder and lead, an axe and saw; with this outfit he sought the frontier, and by his personal efforts made his capital, and it was these sturdy, fearless Americans who made the country what it is.

It, further on, paints, in dark colors, existing monopolistic conditions that all must admit exist and that need changing.

We do not believe, however, that newspapers should teach that opportunities are less today for aspiring young men than in the past, and of this, we feel able to speak with experience and from observation. Opportunities are different, but not less. As a boy, we were a member of a pioneer family in both Iowa and Minnesota, lived in a log cabin and a sod shanty, broke the virgin prairie in the Hawkeye State and wielded the axe, the grub hoe and ditching spade and held the breaking plow handles in the Gopher State. We know something about the pioneer who preempted his land and of the man with the axe. Later on, we had experience in forming coöperative companies among farmers and business men and the building of mills and manufacturing establishments, the forming and conducting a building association

and founding a newspaper and printing office. Neither the farms opened, the mills and factories built, the building association established, nor the newspaper and printing offices are in original hands. The members of a new generation, many of them former employes, are enjoying the work of the pioneers in all these with far less call for risk and strenuous endeavor, with less labor, larger salaries, and greater profits. The fact is that the pioneer farmer, manufacturer, printer, and publisher paid, in labor and self-denial, largely on account for the lack of profitable markets and the lack of people as customers, or subscribers, and advertisers, much more than the improved farms or plants would cost today, taking into the account the possibilities of present earnings and comforts, to be derived therefrom. A man may not now, in most sections of our country at least, though such opportunities are not yet entirely lacking, go out with a gun and an axe to make himself a home, but he can do much better, if he has received the requisite training and equipment necessary to this age, that were wisely provided for by the early pioneers and inventors. A brave heart and strong arm were almost all that the early pioneers needed, but today the young man must have the equipment of knowledge, of skill, of management and of organizing ability. Success means more today than it did twenty-five or fifty years ago. Few men today would be satisfied to begin with a log cabin or sodded-up board shanty, or with a few pounds of type and an old hand press.

Not to go out of our own calling, the journeyman is paid today double as much as the pioneer printer or newspaper publisher could possibly earn in most any of our new states fifty years ago and can afford a better house and a better living in every way. If he puts forth like effort and uses like economy and improves all the advantages now at hand, he can become an owner of a printing shop or a newspaper, or of a farm, with less labor and sacrifice than were required a half century ago to build up from nothing. We do not believe in monopolies, yet it must be remembered that even they employ millions of men at salaries that amount to much more than the earnings of the small independent owners of business, farms, factories, newspapers, or printing offices, fifty years ago, and, in great establishments, there is always an opportunity to rise, and there always will be such opportunities while men grow old and die. Even Rockefeller, whom the *Monitor* mentions, is said to give employment to a million men, and that, too, at wages or salaries that, fifty years ago, would have been considered munificent as independent incomes, and he affords his products at much less than one-half the then cost. This does not excuse any injustice that he has done to others nor justify any monopolistic practices, but we are now only talking of comparative opportunities. It is a fact that men need capital to enter into business, but capital is easily obtainable, as well as almost unbounded credit for appliances and machinery, by any well-equipped, efficient, honest young man. Population makes for wealth, provided that population is engaged in productive pursuits and no other country in the world has so great productiveness, such undeveloped resources, as has America today. When on a recent visit to Texas, the members of the National Editorial Association were told, in an address by a judge, who gave figures to back up his statement, that the whole present population of the United States could be accommodated in Texas and yet that State, though vastly richer, would not be as densely populated as is Massachusetts. There are virgin opportunities in all the great Southwest. There never was a greater demand for efficient workers than today, and while the population has increased with wondrous strides, not one-twentieth of the lands, mines and other resources are yet developed. There is a constant cry, everywhere, for reliable workers who are able and fit and, at the same time, dependable, and there is scarcely any limit to the new enterprises that await development. In all the great new Southwest, railroads are calling for colonists and for all kinds of industries in sections already supplied with railroads and markets. The whole world is waiting on American industries, commercial enterprise and State craft. There is a call in every city, every State and in the offices of the Nation for men, honest, trained and able for municipal, State and National administration.

How great the demand is in our industries may be illustrated by the salaries paid efficient civil engineers. The Government recently secured a civil engineer at $25,000 a year, and very shortly the man was offered $60,000 a year by a private company, and the Government had to secure another at $30,000 a year. These may be considered extreme cases, yet the fact is, that whenever a man's ability and honesty become advertised through Government service or otherwise, there seems to be hardly any limit to the salary that he can command. The same thing holds with regard to our railroads, manufacturing enterprises, mercantile establishments, our schools and even the churches and benevolences. The trouble is not the lack of opportunities but the lack of initiative possessed by the pioneers and the lack of preparedness and the faithful performance of work when secured. This condition has been largely fostered, in our large cities, by a spurious kind of unionism that seeks to secure and hold positions and to command large wages by combination instead of by fitness and efficiency. Indolence, stolid indifference, ignorance, general depravity and overcrowding of cities, with a determination to remain in the great centers of population, instead of striking out into other fields or being reliably useful, are the things that keep men from opportunities not the lack of them. The false ideas that have been taught that there are too many workers for the work to be done have also tended to hamper workers. We repeat, that never before in the history of the world, have any people had such opportunities as have genuine, self-reliant, young Americans of today. Never had we greater cause to be proud of our country, of her achievements, or her possibilities. We are urging immigrants from all over the world to help in the work of the development of our great resources and yet crying that there are no opportunities for ourselves. The intelligent press should not be guilty of teaching the lack of chances for advancement and accomplishment, but should investigate the opportunities and point the way. In the meantime, there should be no let up in the demand for a "square deal." Nothing is too good for the humblest American citizen and no punishment too severe for those who, through greed, take advantage of our free institutions to despoil others of their property or to rob them of their opportunities. Let every American citizen in office or out of office do his duty as a citizen and the next fifty years will so surpass the past fifty, as to make all the world wonder. It is the duty of

the press thoroughly to study and to understand and incessantly to declare the rights of the people and to insist on their enforcement, on honesty in office, and faithful administration without favoritism, graft or office-seeking subserviency. "Unswerved by gain, uninfluenced by fear."

That wrongs are being probed and attacked, violators of the rights of the people, despite their high positions, power and pelf, boodlers, and faithless public officers being exposed, accused, tried and punished for unlawful combinations, briberies and other wrongdoing, is not a matter for gloomy forbodings, except for the guilty, but a most signal cause for rejoicing and optimism. It is only when a people become too stolid or corrupt to resist, and to expose wrongs and to punish wrong-doers, however great their wealth or high their positions, that the press should indulge in gloomy forebodings and in a genuine pessimism. Horace Greeley once said said in substance, "nothing is so bad for a man as to think that he can get a dollar without earning it." This thought is what is the matter with opportunities, men have come to think that it is smart to get money without earning that money. Too many expect reward for performing what ought to be regarded only as duty and joy of citizenship. Men have sought positions not to serve the country and to see how useful they can be, but to rob the city, county, state and nation. A better condition is dawning. It is coming to be recognized that a dollar got and not earned is a dollar stolen. In government service, with the success of such men as President Roosevelt, Governor Folk of Missouri, Governor Johnson of Minnesota, Governor LaFollet of Wisconsin, and the self-sacrifice and declared, actuating principles of such a man as Secretary Taft, there is a brightening hope for the Republic and there is a great lesson as to the splendid and almost unbounded opportunities there are, even in the one line of honest public service, for true young men, with the spirit of the pioneers, bound to carve out useful careers through fearless, honorable effort.

In a "government of the people, by the people, for the people" there can be no valid objection to the Government's doing anything, everything and all things that will serve and protect the people and all their interests. There must be no favoritism, favored interests, classes or business as against the rights, prosperity, security, and convenience of all the people. It is an age of beneficial combination and of wise cooperation, but all considerations should be as to serviceableness to the whole people and subject to the control of the people. Do not do away with the modern idea of coöperative effort, but regulate it for the good of all, not for the benefit of the few. If parcel postal service will benefit all, it should be adopted.

If men are not sufficiently educated, mentally and morally, to do right, compel them to do right and do not encourage men in wrong doing, or injustice by praising them for their ill-gotten gains or positions. The press has a great responsibility in regard to the bestowing of only proper commendation where and when deserved.

The chief ends of this life are secured through healthfulness, a proper supply of all natural wants, mental, moral and physical activities and development, with security and contentment. The depriving of the people through want, or pampered indulgence, of their proper developments, activities, and opportunities of service, is on the one side, to breed unnatural greed, envy, covetousness, robbery, corruption or crime and on the other hand, vice, profligacy, cruelty, inhumanity, and wantonness, all resulting in misery. That nation is the happiest, the strongest and most enduring, where every man has his own in earnings and in opportunities and always enough to satisfy the legitimate wants of body, mind and soul. Both degrading poverty and corrupting riches are curses alike to the individuals and to the community. The man is only truly wise, in a worldly as well as in a spiritual sense, who seeks first the highest good, "The Kingdom of Heaven," and, when all other things promised, are added thereto, uses these as a faithful steward for the uplifting and bettering of others. The solitude of selfish, inherited or acquired wealth is not less miserable and degrading, than is the solitude of inherited or enforced poverty.

Appearances count. Many men have won in this world through an assumed stateliness, dignity or sanctity. This is because men naturally admire loftiness of mind, nobility of character and holiness of life, which savors of communion with the Divine, and are willing, good-naturedly, to take men for what they appear, though that appearance may only be consummate acting, or the result of their own self-deception. However, in this age of newspapers and universal information, it is more difficult than in the past for the counterfeit to pass current as the genuine coin. So it is wiser for one to be what he seems, though in the seeming there is power. To look prosperous is often a very sure way to become prosperous. There is no harm in having everything about a newspaper or printing office bear a bright, clean and prosperous look. It does not pay to be constantly displaying your poverty in appeals for business. Put on a hopeful, cheerful, bold front in your advertising. Never beg for business or advertising patronage. Never advertise yourself a pauper. This world wants value for money expended and prosperity in appearances convinces people that you must have something of value to give in return, besides, men will speak well of you when you are apparently doing well for yourself. Be proud of your business and your business will be proud of you. Humility has its place, but its place is not in winning new business.

Laudable, earnest, intelligent aspiration is half way to success, for its immediate fruits are preparation, application, industry and unfaltering perseverance.

Franklin said, "Keep your shop and your shop will keep you." This might be paraphrased into: "Keep your own business and your own business will keep you." Our attention has been recently called by a Wisconsin publisher, to a very slick scheme that is being carried on by a Chicago firm, whereby newspaper publishers are induced to sell out advertising space at wholesale rates, in one or two page lots, to be peddled out in two-dollar advertisements in the local field. If the agreement as made is honestly carried out, which our informant claims was not done in the contract with him, there is generally more lost than gained. The solicitors use glowing representations,

make all kinds of promises, and, in the wind up, the paper loses both prestige and patronage. The publisher furnishes all the influence of an established business and the power and good will of the paper, to an interloper, without a plant or any risks, for him to make out of those who are the publisher's natural patrons, twenty-fold what is paid for the space.

All this is done with the idea that it is going permanently to increase the publisher's business. The publisher furnishes the establishment, the good will, the investment, pays the taxes, and interest, stands the wear and tear and gets the low wholesale price for two pages of advertising, but more frequently pays out this amount and more in the extra composition of a hundred or so, of small advertisements. He is then tendered as pay, if he has not been smart enough to collect in advance, twelve or more two-dollar contracts or due bills on business men scattered all over the country, that is, if the contract, except as to cash payment, is carried out. Generally there is a side agreement as to cards in the shape of large hangers to be delivered, two or more, to each advertiser. The outside firm, or promoter, collects as far as possible, the ads in advance and if the hangers are not furnished the advertisers have no redress except on the home publisher to whom has been turned over the uncollected orders, for his pay, and which he can not collect until he furnishes the card board hangers. This is pretty nearly the claimed experience of our Wisconsin publisher, though there are a dozen or more similar schemes worked, from time to time, on confiding local newspaper makers. The points are: Run your own business. Never farm out your advertising space. When you deal with strangers, require cash in advance. It pays a local paper to work its own schemes, to employ a live solicitor to canvass for both advertising and subscription. You may be sure that the solicitor for an outside firm or promoter, will use all the good will of paper to the utmost limit, to work the scheme that he represents, and will make promises and representations that will arise, after he has harvested your crop for the benefit of his outside employer, to make trouble. Of course, the solicitor will represent himself as your representative, if you are foolish enough to permit this, and it is hard to prevent it in any manner.

THE TORTOISE AND THE HARE.

The tortoise won the race because the hare tarried by the wayside thinking that he had already distanced his competitor, while the tortoise kept steadily on and won. It is the same with the advertiser. The one that stops because he has so much business or is so well known or thinks success already won, loses while the one that keeps steadily at it wins in the end.

SEND IN YOUR QUESTIONS.

There seems to be a dearth of questions from readers this month. This signifies, we presume, that few among them are having any particular trouble in their offices. We hope that all will feel free to use this department and will send in questions on any and all subjects relating to the calling as well as suggestions as to how difficultie may be overcome. There is no better way to bring out practical, helpful knowledge than by asking questions.

JOHN E. JUNKIN, 1stVICE-PRESIDENT, N. E. A.

Pennsylvanian by birth; Kansan by adoption; born in Lewistown, Penn., in 1860, Mr. J. E. Junkin learned the printer's trade on the old Lewistown, Penn., *Gazette,* a paper that dated its first issue some time about the year 1800. He added to his experience by working in the leading print-shops of Philadelphia, New York, Boston and in the Government Printing Office at Washington.

His ambition fired by the opportunities of the Great West, he moved to Kansas in 1886 during the boom days. The day he landed, without knowing a soul or having a friend, and with a cash capital of $20, he purchased a small printing outfit and started the publication of *The Record* in the small but ambitious town of Chase.

After two years of building up a nice property, he sold *The Chase Record* and purchased the Sterling Kansas *Bulletin* in 1888, and has been publishing it continuously ever since. There were four papers published in the town at that time. Several of these were consolidated with the *Bulletin* and the others finally passed away.

JOHN E. JUNKIN.

Mr. Junkin believes in newspaper organizations as a means of bringing publishers together in a business and social way and to broaden their ideas concerning their calling. He helped organize his county, district and state editorial associations, and has given them almost a paternal oversight. He has served them all as President, and for a number of years has been the Corresponding Secretary of the State Association and National Executive Committeeman for the District Association. He probably has a larger personal and intimate acquaintance with the newspaper men and women of his state than any other man in Kansas. He has been attending the National Association continuously since 1893. His election to the first vice-presidency came entirely unsought.

Believing that a newspaper should be the greatest force for good in its community, Mr. Junkin has endeavored to bring the *Bulletin* up to this standard. It is known all over the counties as "The Old Home Paper."

He has been president of the city school board for ten years, a Sunday-school superintendent for sixteen years, and a director of the State Historical Society for twelve years. Was postmaster under President Harrison.

MORE WORK THROUGH PUBLICITY

BY HARRY A. WOODWORTH

Address all Communications for this Department to
349 Jarvis Street, Toronto, Canada

(Continued from July issue.

I ask no pardon for the digression. I was talking of the advertising of paper, and here is a prettily graded sample-book of "Tinted Superfines" from the Miller's Falls Paper Co., Miller's Falls, Mass. Now-a-days such a classification as in this booklet is of particular value for reference. For it is tinted stock that is the basis of many a pleasing color-scheme in the publicity of today.

Ah! here's one of those securely-locked folders from the Mittenague Paper Company, Mittenague, Mass. I thought till I was thus far in my review that the inner pages were similar to those of this firm already reviewed in this department. But the inner part consists of letterheads, with the interesting information that this firm, too, are adopting the idea of helping themselves by helping the printer. "We are," they announce, "sending a similar folder showing the same samples to every large consumer of business headings in the United States and Canada. * * * * All of these people are referred to their Printer or Lithographer for prices on stationery with envelopes made from the same. You will, accordingly, receive a large number of inquiries, and, as you will want to be fully posted in regard to the paper, we would advise that you immediately secure a sample book," etc. I have talked this reciprocal method of publicity for years, and I'm glad to see it's becoming a feature of the advertising of printing and allied trades.

The new book on "Strathmore Deckle Edge Papers" is, like previous Strathmore books, a study in composition and ink-schemes in sympathy with the uses of such high-class stock. They are therefore sure to form part of the permanent library of printers who receive them.

The most beautiful and novel paper advertisement lately received is the booklet of twice-folded cover-stock entitled "The Rainbow and the Pot of Gold," issued by Alling & Cory, Rochester, N. Y. The inner leaves consist of cover-stock of many colors so cut and graded as to represent the "triumphal arch which fill'st the sky when storms prepare to part," to use the poet Campbell's definition. At the ends of the rainbow are pictures of pots embossed in gold. The design is so handsome that any collector of high-class advertising matter would be proud to own it. And the wording in the panel beneath the rainbow is so clever in its connection that I give it as a fine specimen of ad-writing of the more poetic kind:

> Once upon a time there lived a printer who had heard, when a little boy, of the pots of gold beneath the ends of every rainbow. One day he beheld a rainbow of surpassing beauty and bethought him of the legend of his childhood, saying, "surely *this* rainbow should lead me to a goodly pot of golden coin."
>
> And so following always in the lead of the beautiful rainbow he day by day found a golden coin, and in time reached the end and saw that the coins which had come to him were now indeed a veritable "pot of gold."
>
> Whereupon he "married the beautiful Princess and lived happily ever after."

The Scarff & O'Connor Co., of Dallas, Tex., are particularly careful that the excellent stationery they send out shall be harmonious with type composition. And so they search for good compositors like the writer of this letter:

Time and Tide Wait for No Man

THE MORAL: *DO IT NOW*

SEND YOUR ORDERS DIRECT TO

Scarff & O'Connor Company *The Texas House*

Dallas

Everything That's Good in Paper

DALLAS, TEXAS.

Harry A. Woodworth, Toronto, Canada.

DEAR SIR:—Having been absent from your department of the N. P.-J. for some time on account of not working at the trade, I am sending you by this mail a few samples of my latest efforts, believing that they will come under your department.

Should any of the jobs merit reproduction, I hope the planer proofs will serve the purpose.

Thanking you in advance for anything you may have to say about them—for I know they will receive your honest opinion, be that favorable or unfavorable, I am,

Yours truly, W. F. MELTON.

Harry A. Woodworth, Toronto, Canada.

DEAR SIR:—Your review of my January and February blotters was so very kind and encouraging that I make bold to send you those for March and April, hoping that they will please you. Of course, the same difficulty had to be contended with in the lack of material in making these, that confronted me in producing the others. The tints on these blotters were made from a piece of patent leather that cost me a nickel at a local harness shop. The pictures used were picked up around the shop, and the rules used in composing the calendars and borders were all taken from the scrap-box and cut and mitred for the job. No labor-saving rule was used. While I cut as little rule as possible, yet I always have a few strips on hand, as I have found that where you are expected to do panel work with good corners, it is absolutely necessary to do a little cutting. Thanking you for the commendation you gave my previous work, I submit these with the assurance that I shall appreciate whatever criticism you may make.

Yours very truly, JACK EVANS.
PORTAGE, WIS.

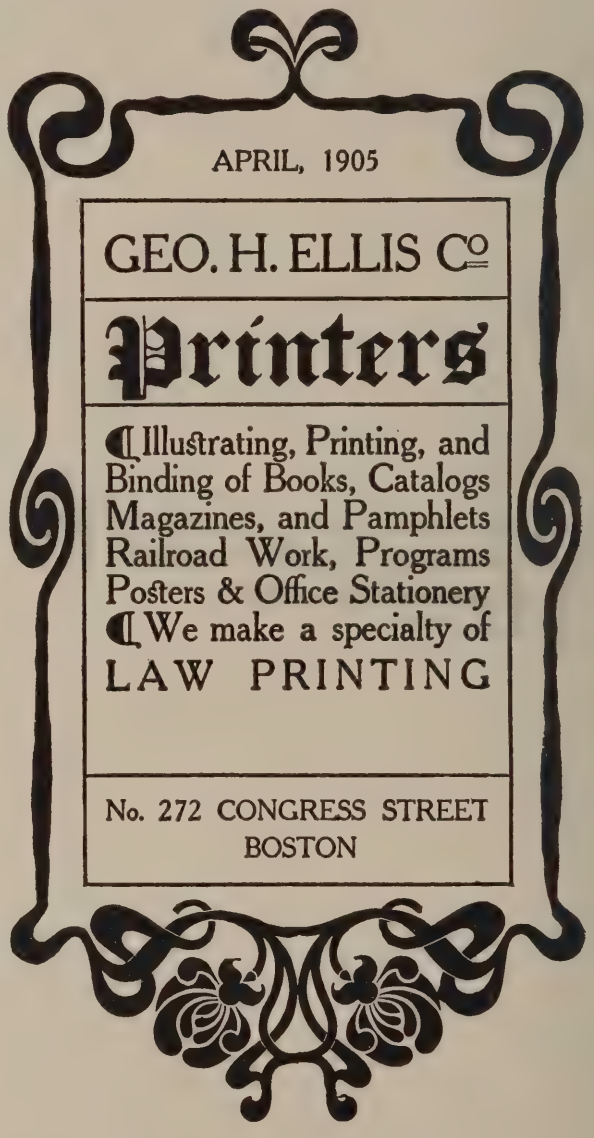
The patent-leather tint idea is not an original idea with Mr. Evans—that is, it has been employed before, and has also been used in a country office in the manufacture of cuts. I can't say I like one of the pictures which was "picked up around the shop"—the one on the March blotter. The horse is too much of a bucking broncho and the man has too much of a jag on, to be "in the race to win." The tint is a buff, and the picture and the rules which border it are brown, as are the Sunday figures and the words "March." The surrounding rules are red, and the balance is purple. It is an admirably composed blotter, and is certainly away-from-the-ordinary. And so, for that matter, is the calendar blotter. The tint-block is printed in something stronger than a "tint"—a bright yellow. The line "Don't 'Hoodoo' Business," the word "April," and the rules below "Fine Printers," are in a

red, as is the border to the picture. The surrounding border is brown, and the rest of the job is black. Evidently the black involved two printings, because of the cut-off of the calendar. The workmanship necessary to compose the calendar and superimposing panel without ruining the type or having an electro made is certainly creditable. And that Mr. Evans is an artist as well as a mechanic (Oh; excellent combination!) is evident. The envelope in which the April blotter comes is "O. K." The words "Fourth Month" you'd think it came from Pennsylvania), the word "Calendar-Blotter," and the rule above Mr Evans' name and title are red; the rest is black. The utility of this calendar is partially sacrificed to art, perhaps; but the artistic and useful are not always combined, anyhow.

The George H. Ellis Co., of Boston, Mass., are high-grade printers with a refinement about their work which is remarkable, even in Boston. I have long been familiar with their work, especially that upon the wonderfully-printed magazine *Photo Era,* but this is the first time they have sent specimens of their printing to this department.

1a

The month-calendar shown (No. 1a) is of three different shades of brown, with the type printed in white. A white slip contains an etching appropriate to the month (the May calendar having a picture of a little Queen o' the May). This is on a slip of dark brown cover-stock, which is in turn pasted on a card with a light brown facing. I don't know why there is a perforation made above the type-panel, unless it be to give the appearance of a yearly calendar, which should not be necessary. The other side of the calendar always contains a novelly-composed advertisement, such as No. 1b. The border, and the word "Printers" and "Law Printing" are in a rich dark brown; the balance is brown of a light shade.


APRIL, 1905
GEO. H. ELLIS Co
Printers
¶ Illustrating, Printing, and Binding of Books, Catalogs Magazines, and Pamphlets Railroad Work, Programs Posters & Office Stationery
¶ We make a specialty of
LAW PRINTING
No. 272 CONGRESS STREET
BOSTON

1b

Now it might not be thought good advertising to give a calendar with no advertisement on the side which is not turned against the wall. But this is from Boston; and this card will doubtless be found in many a Beacon Hill and Back Bay drawing-room while it would not otherwise have been allowed to enter there. Yet I think many a proud Bostonian would be likely to say, when the calendar is admired, "You wouldn't think it was an advertisement, would you? But it is—one of a printer." And the card would be turned round. And I think that anyway the recipient of the card would remember the name, even though it were a less-known one in Boston than that of Mr. Ellis.

"Length" is, if I remember aright, one of the elements of beauty Edmund Burke laid down in his Essay on the Sublime and Beautiful. He had the same idea as Tennyson when he speaks of

> "A daughter of the gods, divinely tall
> And most divinely fair."

The idea is now being carried into type-composition, as is evident from three pieces of printed matter just received.

The first is a booklet from Corday & Gross, Cleveland, O., on white Strathmore Japan throughout, and a little over a foot long, which is called "Eternal Fitness." At the top of the title page is a fine halftone, on stock that is possibly pebbled after printing, of a pretty young lady in a snowstorm. Possibly it is the idea of the publishers that the eternal feminine is always eternally fitting, wherever it is worked in. The two middle pages are reproduced together as No. 2a, showing the irregularity of the length of their composition. The white silk cord in the center fits the stock exactly. The paragraph-marks are green, the rest is black. The metaphor of the mouse-trap is referred to on the following page; that being, of course, a reference to one of Emerson's essays. The idea of the asterisks is somewhat different from the ordinary footnote procedure. There are fairly large margins at the top and bottom of the page, the lower being the larger.

The envelope in which the booklet comes is also of Strathmore Japan, and is peculiar because of the arrangement of the cut, made to contain the address. It is to the extreme left of the oblong envelope, and is, of course, printed lengthwise of the envelope. There is consequently a vast stretch of blank space between it and the stamp. The design of the overturned waste-paper basket, in connection with the words, "Anti-Waste Basket Printers," has considerable force.

The second job (which was the first to arrive, and is more elaborate, though fully as tasteful, as the first) is from that other shop which pays such splendid attention to every detail of its work, the Pirsch Press of Dayton, O. This is a folder-booklet, 12½ inches long, there being three folds of a light brown cover-stock, contained in a darker-brown. I forget the exact names of these stocks, as I have not my wall-hanging book of the Niagara Paper Company before me, and it hangs but loosely on Memory's wall. On the flap and on the back of what may be termed the second page, are two strong Pirsch sentences, enclosed in small panels. Pages 1 and 2 are reproduced as No. 2b. It will be understood that there's a flap, blank on this side, and 2⅝ inches wide, to the left of the first page, the cover extending beyond it about an inch. A yellow silk cord, attached to the fold of the flap, binds the brochure. The uneven lengths of the composition of the "talk" may be compared with the Corday & Gross job. The shorter text is here on the left-hand side, but the name and address, repeated, are here placed side by side on the bottom of the pages. The titles, sub-titles, paragraph-marks and rule are in orange; the balance is brown. The cover-design has the title, "Again we move—now on the ground floor," and a new but characteristic arrangement of double "P" marks, etc., running across both cover pages. The envelope which is of the cover's cover-stock and printed in brown and green, is, of course, in perfect harmony with the enclosure. Did you ever see a job of the Pirsch Press—and likewise of Corday & Gross—where this was not so? I never did. The address is written—in *brown* ink this time—in Mr. Pirsch's neat hand. It is an oft-used idea of Mr. Pirsch's—not to forget to have even the writing-ink harmonious.

As to the wording of both these jobs, it will be found to be good.

The third example of long composition is from Edward Courtright, with the *Mirror* Press, Oxford Junction, Iowa. This is a slip folder on drab cover-stock, of which the title page is half the size of the inner side when opened out. The full length of the slip is 12 inches, and the composition reproduced (No. 2c) is 9⅛ inches long. This composition has wider margins than those of the other jobs.

Eternal Fitness

¶ *What is result-bringing ability?**

¶ Every tradesman says: My mouse trap is of merit—strong, well designed for its purpose, durable; therefore economical, tho' it costs a trifle more.

¶ But he who is smart enough to make his good trap known thro' printed matter that's equally good—he *suggests goodness* by that very act; he's smart enough to use good argument, too.

¶ The quality of printing is a large part of the argument—if *that* is good, the argument most times convinces.

¶ **Conviction is result-bringing ability.*

Strong claims made thro' a weak, cheap medium—imagine the *un*fitness. Is your printing as good as your claim for your product?

To make you a good booklet, we solicit necessary detail information about your product. That equips us for a sensible, convincing talk to a likely buyer—the talk of a good salesman—studied from the buyer's side.

Eternal Fitness

¶ If you feel sure *your* printing-advertising is as good as your product, and you are distributing as broadly of the former as is deserved by the latter, that's the eternal fitness of things.

"Printing-Advertising" properly covers all stationery and every form of printed bid for business that carries your name. It is *all* tell-tale of the sender's *character* and the character of his product.

¶ What do *you* do with printing-advertising that don't impress you favorably? Think of the tons on tons of it that get back to blank paper by the paper-rags route, failing of a favorable audience because *lacking fitness* to its purpose.

2a

I might as well give the outer design (No. 2d), which is black all but the coat of the missionary. The envelope shows the same man again, but here its use is hardly consistent, though the wording in connection is clever:

> Be not a laggard, but let your search be diligent, that you may find the one whose address is writ hereon. If after many days, you fail, retrace your steps to the Oxford *Mirror* which is in Oxford Junction, Iowa.

The folder shows how Mr. Courtright utilizes what he reads in the NATIONAL PRINTER-JOURNALIST. In this connection his letter will be of interest. The opening part refers to a job reproduced in these columns lately, which, I regretted, the engraver could not entirely reproduce:

OXFORD JUNCTION, IOWA.

Harry A. Woodworth, Toronto, Canada.

MY DEAR MR. WOODWORTH:—Thank you for the notice of my card. "The answer" was: I was striving to combine the old-style of composition with a broad idea of the modern panel-effect. You guessed the interrogation-mark, which was put in as a question to myself.

I am sending you some advertising which we are circulating in five towns from which we have never had any work. We are covering the territory with one piece of advertising fortnightly, and after six

have been sent, Mr. Kenney is going into that field for work. We then feel that we will be able to trace the results of these efforts directly, I shall be pleased to tell you what it accomplishes for us if you care to hear.

I write "us" and "we" from habit, I guess, through writing and setting advertising matter for the *Mirror* Press. The fact is, I am merely working on a salary for Mr. Kenney.

Sincerely yours, EDWARD COURTRIGHT.
OLALLA, WASH.

Result of Growth

Why We Move

¶ The increasing demand for the best printing—the PIRSCH PRESS kind—has compelled us again to seek larger and more convenient quarters. This result we have thrice attained during the five years of our business existence, and as we continue to grow we shall, of course, continue to move.

Cost and Results

¶ Business men are realizing more and more the great value of having their office stationery and advertising matter as high class as it is possible to make it, and that the few dollars of additional cost is overshadowed by the better results obtained.

Why we Get the Business

¶ No other firm in Dayton is doing the sort of work that we do; nobody else is giving their minds to it as we are; and nobody else has had the training for it that we have had.

Larger Quarters

Where "We're At"

¶ After May first, 1905, we will be located in the commodious brick building on the east side of Ludlow Street, just south of Fifth—No. 210—on the ground floor. You'll have no trouble in finding us—and when you do you'll be glad of it. There's nothing obscure about the fine, new location any more than there is about Pirsch Press printing.

Work will be the best ever

¶ Pirsch Press printing will ever be what it has been—the *best* printing printed; just the sort progressive business people admire having come to their desks.

We Appreciate Appreciation

¶ As high-class printers, we are naturally interested in the success of our product, & when our patrons use it and find it satisfactory we want to assure them that we are gratified to have their good will, and will continue to prove ourselves worthy of it; and we want to assure you of our appreciation of your appreciation.

Pirsch Press—Printers
Number 210 Ludlow Street—South
(the Union Station is farther down the street)
DAYTON : : OHIO

Pirsch Press—Printers
Number 210 Ludlow Street—South
(the Union Station is farther down the street)
DAYTON : : OHIO

2b

Certainly, I "care to hear," Mr. Courtright, and so, I am sure, will we all. You needn't apologize for the use of "us" and "we;" I've found that a man working on a salary is seldom much good to the business until he gets the habit of speaking in that manner when the business is concerned.

Yes, I want to see how a traveling man works in connection with advertising in your particular case. As to your other samples—they'll have consideration later.

The *Briarcliff Outlook,* that periodical which is instinct with three brands of individuality—the Briarcliff Manor kind, the Cheltenham variety and the Charles L. Powers product—comes to hand each month with pleasing regularity. And each month it is better and breezier. Here (No. 3) is one of the pages of a late issue. It shows a somewhat out-of-the-ordinary use of the Ideal Page Ornaments. It also furnishes another quotation from John Ruskin which is appropriate to a journal of the aims and scope of the NATIONAL PRINTER-JOURNALIST. I noted with pleasure that a selection from the works of the great art-philosopher given in this department lately found its way soon after into many pieces of printing-advertising. Things have improved somewhat as to the conditions of which Ruskin speaks on this page; but there is field for further improvement.

TESTING THE VALUE OF Advertising

The following is from the National Printer-Journalist, than which there is no better authority on good advertising.

¶ A firm which has made Babbitt metal, hitherto always sold by traveling men, was induced to try a mail series. To make the test thorough, a state in which they had no trade whatever was selected. To a list of prospective customers they sent a series of printed matter, one piece a week for thirteen weeks. Then they sent a bright young man to travel this territory. Order after order was sent in, and finally a request for a year's contract at an advanced salary. He got it. When he arrived at the home office he was the hero of the hour. He sat beside the old man's desk and explained how he did it. When the man who put up the money for the mail service ventured to suggest that that might have had something to do with the results, the drummer airily turned the suggestion down. He had sold the goods. The mail series had not been heard from.

¶ The company, realizing that they had a treasure, gave him a virgin territory in another state. Never a drummer and never a single piece of printed matter had gone to that state. The young drummer started out with flying colors—and fell down at the first stop. After trying six or seven towns, without getting even an audience with his prospective customers, to say nothing of an order, he was called home.

Advertising paid them. Wouldn't it pay you? We think it would, and should be pleased to figure with you if you want to test its merits. Think it over.

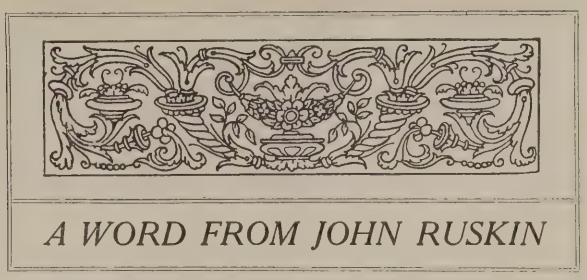
The Oxford Mirror
Oxford Junction, Iowa

2c

A True Story
This is ye newest picture of Kenney who is ye "olde man" at Ye Oxford Mirror which is a news paper of consequence
issued weekly in ye towne of Ox ford Junction, State of Iowa, U.S.A.

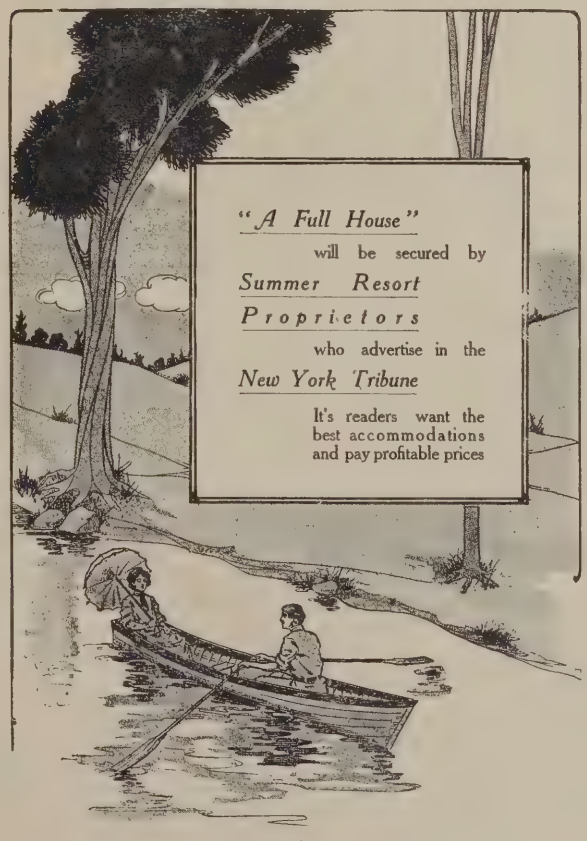
2d

Several artistic (and distinctively so) specimens of advertising come from Mr. Powers this month, of which one, the booklet called "A Full House," is especially worthy of note, not only because it is artistic, but also because it is an advertisement of that great newspaper, the New York *Tribune*. There is such good printing done in the highways and byways in these days when city and country are linked together with so many subtle ties, that it need not be surprising, though it be noteworthy, to see a metropolitan newspaper patronize a print-shop in the country. The cover is art-nouveau which is particularly artistic and especially nouveau. The "full house" represented is not that of the old lady who lived in a shoe, nor yet the one on which, in our poker-playing days, we were wont to wager our wealth. It is a fine halftone illustration in two colors, representing a very full basket of puppies. The title is even more appropriate to the contents of the brochure, which are intended to show country folk how they can fill their houses in the good old summer-time—a time which is ever new in its possibilities for recreation and re-creation. I consider that the style of illustration employed in this booklet is modern enough to justify the reproduction of two of its pages. (Nos. 4a and b). There are only two colors in this picture—brown and green, and the stock is of a very delicate shade of the latter color. But the contrasts made by the machine tooling on both the brown and the green plates, and the strong coloring of prominent parts of the figures and foliage, besides the lighting of the picture by skillfully arranged patches of white, give an effect that is superior to that of most halftones from wash drawings. The larger masses of foliage, which remind one of some of the conventional designs of



WE are always in these days endeavoring to separate intellect and manual labor; we want one man to be always thinking, and another to be always working, and we call one a gentleman, and the other an operative; whereas the workman ought always to be thinking, and the thinker often to be working, and both should be gentlemen in the best sense. As it is, we make both ungentle, the one envying, the other despising his brother; and the mass of society is made up of morbid thinkers and miserable workers.

3



4a

Will Bradley, will lose most of their outlines by being reproduced in line, as they are in two colors. But I should like to see line reproductions made of these, in order to give an idea of the whiting-out of the design. It does not seem as if Mr. Powers was as happy as usual in his composition of the type in No. 4a. There's too much white, and too much variety in the spacing. It's strange that the possessive pronoun "its," should be spelled with an apostrophe in so much of the work of good printers and writers.

Summer Resort
Advertising Rates
For less than 30 insertions, per line, each time - - 20 cents
For 30 insertions or more, either consecutively or four days each week, with or without Sundays, per line, each time - - 15 cents
Fourteen lines make an inch of space.
MONTHLY ADVERTISERS may increase space of their advertisement in either single or double column, in any issue or issues, at 15 cents per line, DOUBLE COLUMN advertisements to occupy at least 25 lines in depth. (50 lines total)
Estimates of cost of any advertisement promptly furnished.
Write for any additional information desired.
Geo. W. Best
Summer Resort Advertising Dept.
THE TRIBUNE
New York

4b

One page of the booklet gives "Specimen illustrations set in *Tribune* Type," and another page, which is illustrated by a very conventional flower-pot design, is in reality a full-page ad for the Briarcliff Print-Shop, as its imprint is prominent, and there's no other wording on the page. But the whole book is an advertisement of good designing and printing as well as of the good advertising space which the *Tribune* has for sale.

This (No. 5) is the reproduction of a card on dark green stock with the word "Printers" in red, and the rest in light green. I hope the compositor or stone mason will

CHARLES BUSCHART

WITH
BUSCHART
BROTHERS
Printers
PHONE MAIN
1516 Locust Street :: 677-M :: SAINT LOUIS

5

indicate the margin of the card, as that seems to be part of the intention of the gentleman who sent me the black-and-white proof. It is certainly composed in a unique style, and yet it cannot be classed as "freakish."

This (No. 6) is a letterhead which is pleasingly whited out. It has a half-inch margin from the extreme top, and a

6

three-quarters of an inch from the extreme sides, of the design. The stock is white linen bond. The text is in black, and the border is in a rose lake—a red that particularly harmonizes with black and white.

The mailing card shown as No. 7 was sent me in 1903. It is still modern. It is still individual. All of which shows that age does not wither, nor custom stale the use of a modern series of type and a distinctive style which is capable of infinite variety. The card was not reproduced before for two reasons. One was my fault: I knew that the combination of orange and green and black, where the colors ran together, would not reproduce well. So I tooled the job to some extent; but all the tool I had to do it with that night was a pin. So due allowance should be given for the poor fist I made of the preparation for engraving. The other reason was the fault of someone else: When the card came, it had a fold in the center, which broke the surface in a distressing manner, and will also probably militate against a good reproduction. And yet the work is so striking, the wording so good, that, with these apologies, I have decided to show it to my readers. I used to receive several samples from the Griffiths-Stillings Press with pleasing regularity, but I expect that upon leaving New York some of their contributions must have been returned to them by the postoffice or somebody who did not care to put up the postage required for forwarding them. However, I have seen some of the late work this eminent print-shop have done for others. And it shows them to be masters of both art and advertising.

Thomas E. Abbott, foreman of the Watsonville (Cal.) *Register,* sends some more work to this "More Work" department. The best of it is probably unreproducible, if, to change the diction of Omar Khayyam, the day be *not* fair. But let the engravers have a try at this oblong dark blue card, printed in purple ink, all but the outer panel-rules (No. 8a). If they "pass," all right, though it is certainly unique, and a good specimen of an even distribution of what might still be technically called "white," though it be blue. They can also try No. 8b, though this has not the *Register* quality exemplified on some of the work of which no engravers can give an idea. The stock of this blotter is a salmon-pink, and the border is in a gray-green tint. The halftone is in photo-brown, and the rest in dark green. The picture of the lofty monarchs of the forest gives a pleasing local touch, but its advertising value might have been increased by working some simile or metaphor concerning the trees into the text. I cannot see any use for the panel which is made by rules which do not match perfectly. A blank panel or so may have a supplementary decorative value in a bepanelled job, but it looks as though it were merely here because there was a paucity of words with which to fill out the space, once the composition was begun in 6-point. I should have preferred a blank space; this is blankety-blank. The envelope, with its lines of reading mat-

te- above which (and over which, in this case) the address is written, is a particularly noteworthy bit of publicity.

[No. 8a can not be reproduced.]

I was certainly surprised at getting such a letter as the following from the publisher of that "different" magazinelet known as *Soundview:*

Harry A. Woodworth, Toronto, Canada.

DEAR MR. WOODWORTH:—Permit me to personally thank you for your very clever, candid and capable notice of our work, which appeared in the April number of the PRINTER-JOURNALIST. Allow me to further add that *never* has any individual so quickly, thoroughly, and, *might I say,* LOVINGLY, comprehended *Soundview* and its mission, and so crisply and clearly expressed his findings on such brief testimony as has Harry A. Woodworth.

To sum it up, you have *understood!* You are unmistakably entitled to Evergreen papers, and you have been recommended for admission to the "Green Book," and I have not the least doubt but that "The Boss E." will not reject you. The Boy was delighted with your reference to him and his future, and *his face fairly beamed* when I read your complimentary sentences. You will never regret such generous praise, I am sure, for you will always have a loyal lover. I believe he has enough ballast so that praise will not injure him, but will really stimulate to more earnest endeavor in his beloved work. He has deserted all other literature for the study of the type.

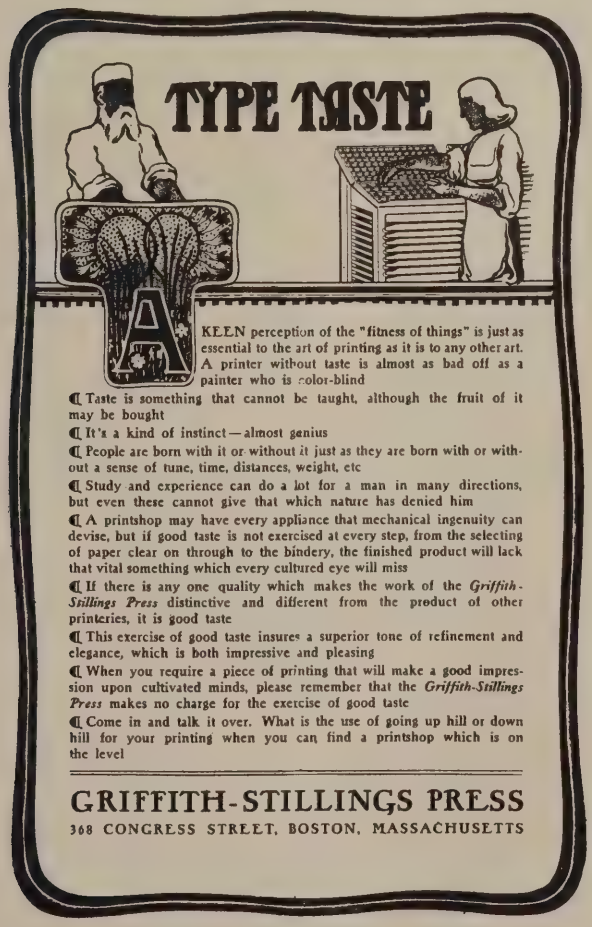
The April number goes to you by this mail. We think it is an improvement on previous issues, especially the first page of cover. I also enclose our "delinquent pusher, or persuader," thinking you might be interested in this further evidence of "cheerful foolishness." We think it beats any other plan we have yet adopted to curry favor with the slow-paying subscribers.

Please observe, also, the change in our letterheads and envelopes, which we like better than the old style.

Kindly excuse this long letter, but when I like a man's work, I like to *express* as well as *feel* appreciation.

Again thanking you, I remain,

Yours cordially and gratefully, L. E. RADER.


TYPE TASTE
A
KEEN perception of the "fitness of things" is just as essential to the art of printing as it is to any other art. A printer without taste is almost as bad off as a painter who is color-blind
¶ Taste is something that cannot be taught, although the fruit of it may be bought
¶ It's a kind of instinct—almost genius
¶ People are born with it or without it just as they are born with or without a sense of tune, time, distances, weight, etc
¶ Study and experience can do a lot for a man in many directions, but even these cannot give that which nature has denied him
¶ A printshop may have every appliance that mechanical ingenuity can devise, but if good taste is not exercised at every step, from the selecting of paper clear on through to the bindery, the finished product will lack that vital something which every cultured eye will miss
¶ If there is any one quality which makes the work of the Griffith-Stillings Press distinctive and different from the product of other printeries, it is good taste
¶ This exercise of good taste insures a superior tone of refinement and elegance, which is both impressive and pleasing
¶ When you require a piece of printing that will make a good impression upon cultivated minds, please remember that the Griffith-Stillings Press makes no charge for the exercise of good taste
¶ Come in and talk it over. What is the use of going up hill or down hill for your printing when you can find a printshop which is on the level
GRIFFITH-STILLINGS PRESS
368 CONGRESS STREET, BOSTON, MASSACHUSETTS
7

Register Quality
¶The fact that Printing, as in all manufactured articles, there is quality and quality--REGISTER QUALITY and the other kind. ¶With the choicest products of the leading American type founders and machinery from the world's best press builders in the hands of our artist compositors and expert pressmen, we produce results which are alike pleasing to ourselves and of great value to you as a trade winner. ¶A booklet set in appropriate type, showing a breezy and catchy style of typography, well illustrated, engravings properly made ready, the whole work perfectly printed on appropriate stock, neatly bound, constitutes REGISTER QUALITY, in booklet printing--the only kind we know, the only kind we can deliver. The same may be said of all other work bearing OUR imprint
The Register Pub. Co.
(The Register Press)
WATSONVILLE, CAL.
Typical Camp Scene in the Santa Cruz Mountains Near Watsonville.
8 b

I was surprised at getting this letter, for I had said just what I thought about Master Rader's work, and while some of what I said was complimentary—and honestly so—some of it was not—likewise honestly so. I remember that, while felicitating this remarkable young man on the excellence of some of his work, I showed defects in some of the rest of it. That whole-souled man and able editor, L. E. Rader, thanks me effusively for the complimentary mention, but neglects entirely to thank me for my adverse criticism. I should really have preferred less thanks for the praise I could not help but bestow, provided it were combined with an appreciation of my efforts to point out the faults of the work. My endeavor in this line has apparently been overlooked

both by Mr. Rader and his son. For instance—in both the April and the May numbers of *Soundview,* the heading of "Flower Girl Foolosophy," which I criticised adversely, remains as it was before. In fact, in the May number (the only issue of *Soundview* which I have before me while I write) the "dinky" ornaments are not only at the side of the heading design, in green, but above it, in black. And in a magazine whose matter is changed every month there appears to have been ample time to have improved the design. Now, many a criticism I make in this department is, as I have pointed out many a time, despite my experience, merely "a matter of opinion." In my critiques of the work of beginners, I am always careful to mention where this is so.

A LOUD CRY. [Act I. Time, 1795.]

MANY of our customers will find that we have taken the liberty of forwarding to them the amounts of their several accounts. The great expenses attending the business, in addition to the extraordinary expenses of labor and living, must make everyone sensible of the necessity of payments being seasonably made. The editors therefore presume that their customers will attend to this weighty circumstance immediately.—From "The Independent Chronicle and Universal Advertiser," publisht in the year 1795, in the town of Boston, which is in the Commonwealth of Massachusetts—all of which is just as applicable now as then.

(OVER)

9

But concerning my remarks about the "Flower Foolosophy" headline, I have studied designing sufficiently to say positively that they are right. But no change was made in them, as has been made by many expert printers on ideas of mine which were possibly no more nearly right than their own. I am not, however, so egotistic as not to welcome expressions from them of reasons why their idea as to "a matter of opinion" is better than my own. I don't want to be misunderstood and classed as a think-he-knows-it-all; but an honest teacher who gives advice he knows to be axiomatic would find the satisfaction of having it followed greater than that which naturally arises from having his cordial praise appreciated. And Mr. Rader, whose writing in *Soundview,* and whose remarks concerning his son, show me to be a sensible man in spite of the "cheerfully foolish" form in which he dispenses his wisdom, will, I am sure, see the force of what I have said as a teacher of aspiring and promising youth, as well as of men who have forgotten more about some things than I have ever known.

I greatly prefer the change in the cover, Mr. Rader, and the pine-tree on the letterhead removed a certain bareness that was there before. The inner title of the magazine is, too, as printed over an evergreen tree, with plenty of sky-space, particularly tasteful.

One side of the "delinquent pusher" is shown as No 9. It is remarkable—and pleasingly so—in its distribution of color—the heading, the initial, and the whole of the "credit," being in red, and the balance, including the word "Over," in green. It is a quaint, and yet dignified, appeal for a settlement of outstanding indebtedness, and would doubtless be found useful by other readers of the NATIONAL PRINTER-JOURNALIST in this most important feature of their business.

The other side contains what is termed "A Horse Howl [Act. II, 110 years later]." It is a poem of the "cheerfully foolish" order with several postscripts in red. Some of it is decidedly clever—the rest of it appears to me to be lacking in a certain dignity that should always mingle with the fun of the advertisement of a publication with so many serious purposes as *Soundview.* And, mind you! I agree with Haliburton, who said: "There's nothing like fun, is there? I never had any myself, but I do like it in others. Oh, we need it! We need all the counterweights we can muster, in order to balance the sad relations of life. God has made sunny spots in the heart—why should we exclude the light from them?" And that's one thing I like about *Soundview* —the fun that tempers its wisdom.

Mr. Rader will, I know, not be offended with these strictures. I say what I think in this department, and pretend not to care if anyone is hurt by it. I think that is also the case with Mr. Rader in *Soundview.* But I am sure we each write from a friendly motive, without the desire to wound a brother's feelings in the slightest degree, unless by doing so we can help him in a way that he may appreciate in future days. I sincerely thank Mr. Rader for using his influence in my behalf with the Boss Evergreen. And as to the younger Rader—I'd like to know his name, and I wish he would write me personally, for I am especially interested in boys and their work.

IN COMPANY WITH ONE OF HIS POETICAL EFFUSIONS.

James Stewart Henderson, the newly-elected poet of the Texas Press Association, hails from the popular seaside resort on the Gulf shore, Corpus Christi. He has written much widely-quoted verse and considerable merit occasionally

J. S. HENDERSON,

Poet of Texas Press Association. Corpus Christi, Texas

shows in his songs. They are grave or gay as the occasion warrants. His first official effusion was pencilled on a card at the banquet to the editors given in San Angelo, Tom Green County, and was as follows:

It's so healthy up here in Tom Green
That none of the women are leen;
If they'd go to Corpus
To swim like a porpus
'Twould make a most beautiful sceen.

Through Oklahoma, Indian Tertitory and Texas.

NEXT to a knowledge of the calling in all its bearings, to a newspaper man, is that of his country. This is doubly true in free America with government of the people with a great undeveloped area of territory and of resources.

For these and other reasons, the members of the National Editorial Association have ever found the travel connected with each annual convention vastly useful to themselves, informing and valuable to their readers, and serviceable, through the knowledge scattered broadcast throughout the Nation, to the regions visited. It is already evident that in all these particulars, the excursion in connection with the 1905 convention at Guthrie, Okla., has never been surpassed. It is gratifying, through the extended accounts that have been and are still being given in the papers of the members in every State of the Union, to see how many useful facts were gathered.

All that this paper set forth in the issue of last March, after a careful study during a visit of several days, was fully established and was impressed by actually seeing, inquiring, and hearing, and much more. The development and resources, the broad hospitality, wealth and intelligence of the people, the splendid homes, schools, churches, and other institutions, all built within periods covering from only three to sixteen years, were matters of surprise. Not only did the editors see for themselves under the most advantageous circumstances, but they were told, by able and eloquent speakers in every city visited, of all the glorious achievements and possibilities.

The subject of Statehood was ever kept prominent, and the editors were thoroughly convinced that not only is this a right, that has been unreasonably withheld, but a necessity to good government and progress. It was made evident that an intelligent people can only be properly governed when they govern themselves, and that the people of no State of the Union excel in intelligence, in knowledge, refinement, virtue, morals, and religion, or in institutions, schools, and newspapers, for the instruction of the youth and the information of the people, the two territories of Oklahoma and Indian Territory. In face of all these facts, they are deprived of free self-government and in the Indian Territory, so-called, there is not even a territorial government. The Six Nations each have had separate governments and customs and now in the present transition state there is such a confusion of laws, that a splendid field is open for imposition and wrong. There is such uncertainty that the lawyers are reaping a great harvest from the people. In one little city of some fifteen thousand inhabitants, in the Indian Territory, there are one hundred and twenty-five lawyers, some of them making as high as forty thousand dollars a year. Only about sixteen or nineteen per cent of the inhabintants are Indians, and many of these are highly educated, bright, thrifty business men who are abundantly able to take care of themselves and to take part in the establishing and maintaining good government. There are some three hundred United States officials and probably double as many lawyers, besides speculators and tricksters, who are interested in maintaining present conditions, but the great mass of honest, intelligent people, who really have at heart the interests of the Territory and the securing the rights of the people are in favor of statehood as one state with Oklahoma. It matters not how wise, brave and honorable may be the Secretary of the Interior and the President of the United States—whose noble integrity and true patriotism, no one doubts—it is impossible to give these people, under existing status, a just and righteous government. The authorities at Washington have to depend on the information of interested, selfish persons whose positions or gains depend on the continuance of the present chaotic lack of settled laws; we were going to write "regime," but regime means "mode or style of rule or management," and there is no established mode or style to the present conglomerated conditions. All largely depends on the intelligence and virtue of the people. We have, heretofore, told at such length of this region, that we have decided to call in another, one of the ablest and most broadly-informed editors of Iowa—the Massachusetts of the West in learning and intelligence—to tell the story for the benefit of the editors of the United States as he has told it to his own subscribers and readers. The article, by A. W. Lee, is a vindication of all that we published, and appeared in the Ottumwa, Iowa, *Daily Courier*, June 24th, as follows:

There is no more interesting trip in America today nor one that is filled with greater surprises than a visit to Oklahoma, Indian Territory and the Great Southwest. The lack of real information about these sections on the part of intelligent people living in the older communities is so complete as to be almost ridiculous. For over fifty years people of the United States have thought of the Indian Territory as the hunting ground of wild and ferocious Indians, and for the past fifteen years, since land in Oklahoma was first opened to settlement, they have thought of Oklahoma as the frontier of civilization where Indians, cowboys and the hardy and intrepid pioneer were engaged in a three-cornered struggle, which might result in a state of civilization in the somewhat distant future. While it is true that fifty years ago there were wild and ferocious bands of Indians in the Indian Territory, and while it is also true that less than sixteen years ago, what is now known as Oklahoma, was open prairie or broken woodland, unsettled and known only to the Indian and cowboy, yet the mighty transformation that has been accomplished in fifteen years has developed in this region, civilization equal to the best in the United States; nowhere in the United States today is to be found a more progressive people, a higher class of citizenship or proportionately more Christian civilization than in Oklahoma and Indian Territory. Oklahoma comprises an area of 39,030 square miles and

Indian Territory 31,400 square miles, making an aggregate for the two territories of 70,430 square miles. The area of the State of Iowa is 56,025 square miles; Illinois 56,650 square miles and Indiana 36,350 square miles.

As compared with some of the old Eastern States, it is interesting to note that the area of Delaware is 2,050 square miles; Connecticut 4,990 square miles; Vermont 9,505 square miles; Pennsylvania 45,215 square miles and the Empire State of New York, 49,170 square miles. It will thus be seen that Oklahoma and Indian Territory are each amply large enough for individual states, but the preponderance of sentiment throughout the two territories is in favor of the admission of the two as one state, under the name of Oklahoma. It needs but a glance at conditions as they actually exist, with a realization of the extent of the population and the material development of these territories to say that they are entitled to immediate statehood on their own merits without reference to any other territory, section or people. Congress should no longer refrain from doing justice to the people of Oklahoma and Indian Territory. To make statehood for these people dependent upon the admission of Arizona and New Mexico is an outrage, which the people's representatives in Congress should no longer countenance or stand for. The most reliable estimates are that there are today 1,500,000 people in Oklahoma and Indian Territory. Of this number less than 5 per cent are Indians. This is a surprising fact and difficult for the resident of the north and east to realize. If we take the exact figures of the United States census in 1900, there were in Oklahoma, 398,331 persons of which only 11,945 were Indians. In the Indian Territory there were 392,060 persons of which 52,500 were Indians. The United States census figures show that in 1900 there were in Oklahoma and Indian Territory from 100,000 to 400,000 more people than there were at that time in either of the states of Maine, Colorado, Florida, Washington, Rhode Island, Oregon, New Hampshire or South Dakota. Since 1900 the population of these territories has practically doubled. How are these people governed? The people of Oklahoma are first governed by Congress, a body in which the territory has no representation save one delegate without power to vote. They have nothing to say as to the appointment of their own governor. By the grace of Congress they are permitted to elect their own legislature, but of sovereign rights they have none.

In Indian Territory there is no governor, no legislature, only the President and his secretary of interior and the federal judges. The people have no representation, no local law making body, no voice in their own government. Is it any wonder that the people of these territories are demanding their constitutional right of a republican form of government? Is it any wonder that they believe that they ought to have their case presented on its own merits, without any entangling alliance? Self-government is one of the things most highly cherished by every liberty-loving American citizen. The people of Oklahoma are entitled to statehood and Congress should give it to them at the earliest possible moment.

THE OPENING OF OKLAHOMA.

The opening of Oklahoma is one of the romances of American history. When time shall have thrown the past into perspective, the historic figure of early Oklahoma will be David Lewis Payne, who was the first "Oklahoma boomer," and the chief factor in the movement which resulted in setting aside Oklahoma from the Indian Territory. On April 22, 1889, two million acres of land lying a little west and north of the center of the Indian Territory, which had never been assigned to any Indian tribe, and which was known as Oklahoma, was opened to white settlement. Here, starting at the hour of 12 o'clock, noon on the 22nd day of April, 1889, occurred the first great rush for land and race for homes, and the entire section that had been thrown open to settlers, was settled up in a day. Cities of 10,000 or more population sprang up between dawn and dusk of that memorable day. For a year the people lived practically without law, but there was little disorder or lawlessness and little danger to life or property. On June 6, 1890, Oklahoma was created a territory by act of Congress. Other lands have been added by opening of Indian reservations or otherwise, until the present settled area of the present territory is 38,000 square miles. The growth, progress and advancement of Oklahoma in sixteen years has never been equaled in the history of the world and probably never will be eclipsed. With the coming of statehood, Oklahoma will absorb the balance of the Indian Territory and it will be, from the day it is admitted, one of the richest, most prosperous and progressive states in the Union.

The rush for free homes which was a feature of the opening of Oklahoma and which was supposed by many to be a great hardship, is spoken of today as one of the best things that ever happened to that territory. It eliminated the weak, the helpless and the unproductive person. It gave the prize of a free home to the strong, the vigorous and the actual producer. It was preëminently a case of the survival of the fittest, where the strongest won. The result was that the lands of Oklahoma were immediately possessed, and occupied by a vigorous class of actual farmers, who have made the wilderness blossom as the rose and who have been the chief factors in the marvelously-rapid development of this part of the country.

THE INDIANS.

One of the surprising revelations to the visitor in Oklahoma and Indian Territory is with reference to the Indians. The percentage of Indian population is so small in comparison to the total population and the financial and physical condition of the Indian is so different from the generally-accepted idea prevailing through the country, that these same ideas must be entirely overhauled and revised after a visit to the two territories referred to. The United States census of 1900 shows that there were in the United States at that time a total of 266,760 Indians. Of these, 52,500 resided in the Indian Territory and 11,945 in Oklahoma Territory. For a number of years it has been recognized that the true solution of the Indian problem must come through the allotment of lands, citizenship, the dissolving of tribal relations and the cutting off of government rations. In Oklahoma this work has been practically completed and it is interesting to note that those Indians whose lands have been allotted are distinctly in advance of those still holding land in common. In 1898, the Dawes commission was created by Congress to allot the land in the Indian Territory to the Indians, each man, woman and child to have an equal share not in area but of value. The task has been a very difficult one, but is now nearly completed. The amount of land realized by each Indian varied in the different tribes, ranging from forty acres up to 960. The Osage Indians, which in 1900 numbered 1,798 are not only the richest Indians but they are per capita the richest people in the world and the governor of Oklahoma in a report to the secretary of the interior, made in 1900, declares that they are also the laziest people in the world. Nowhere it is said are children better cared for than the papooses in Indian Territory, for each little Indian baby is worth at least forty acres of good land. Many of the Indians are highly educated, being graduates from the government schools and many of them, especially the half-breeds, live not only in comfort, but in the height of style, dressing as well as the best dressed whites and driving fine equipages. "Lo, the poor Indian," is today the non-producing idle landlord class of the southwest. It is right that he should be protected from his own shiftlessness in not being permitted to sell his homestead, but so far as possible other restrictions upon the sale to actual settlers of Indian lands should be removed.

AN EDITORIAL ITINERARY.

It was a jolly party of newspaper men and their families that rendezvoused at the Terminal Hotel in St. Louis on the 6th of June. There were some 500 in the party and in two special trains of Pullman coaches, they left the Union station at 1:30 p. m., for a trip over the Missouri, Kansas & Texas railway lines through Oklahoma and the Indian Territory to San Antonio, Texas. The party was in charge of Passenger Agent Knowles of the M. K. & T. line, who spared no effort that would add to the comfort and pleasure of the editorial party. The next afternoon the special trains pulled into Guthrie, the capital city of Oklahoma, where the annual convention of the National Editorial Association was held on June 7, 8 and 9.

GUTHRIE, OKLAHOMA.

Guthrie welcomed the editors with an open-hearted hospitality such as is seldom met with and never forgotten. To take care of a party of nearly 600 people for two days and nights is a big task for a city of less than 30,000 inhabitants and it is needless to say that the best homes of the city were opened to the members of the party.

Less than sixteen years ago, there was not a house standing where today is built Guthrie. The population of the city at the last territorial census, taken in the spring of 1904, was 27,729. It is distinctively a city of beautiful homes; it is a city of culture and refinement; it has six large school buildings; it has a county high school building costing $50,000 and a large Catholic convent. It has a $40,000 Carnegie library and it has a magnificent Masonic Temple erected and equipped by the Scottish Rite Consistory of Oklahoma and Indian Territory at a cost of $65,000. This is one of the finest Masonic structures in the United States. Guthrie has a new city hall, recently completed at a cost of $35,000. The Federal government is now erecting a $100,000 building for use as a postoffice and United States court. Guthrie has an excellent street car line and the editors when there were assured that within thirty days, work will be begun on an inter-urban electric line to run from Guthrie south to Oklahoma City. Seventeen church buildings are to be seen in the city of Guthrie, some of them handsome brick and stone structures that would do credit to a city of 100,000. Guthrie has nine railways, with thirty-two passenger trains in and out of the city each day. In fact, Guthrie is a surprise to everybody who stops to consider that the city is but sixteen years of age and that seventeen years ago there was not a person living where the town now is or any portion of the country adjacent thereto. All the business district and a part of the residence streets are paved with vitrified brick and the entire city is covered with a perfect sanitary sewerage system. It has an electric plant, a $150,000 gas plant that furnishes dollar gas to the entire city; two telephone systems with nearly 2,000 telephones in actual use. While Guthrie has only been designated as the temporary capital of the territory, yet the opinion prevails that it will be made the permanent capital, an honor which the progressiveness and public spirit of its people render eminently deserving.

GOOD BYE TO GUTHRIE.

The editorial party remained in Guthrie two days and two nights. During that period they were royally entertained and came to realize the full meaning of true, generous, open-hearted, western hospitality. There was a reception and a dance at the city hall; a reception and entertainment at the Masonic Temple; street car rides and drives throughout the city and an open-handed, open-hearted cordiality that was better than all these. If the people want anything of the National Editorial Association, they have only to ask for it and it is certainly theirs. At Guthrie the writer had the pleasure of meeting Arthur Kroeger, formerly of Ottumwa, who with his father, D. Kroeger, owns a 160-acre farm eight miles southwest of Guthrie. Mr. Kroeger stated that they purchased this farm five years ago at from $9 to $10 per acre and that it is worth today from $20 to $30. He is much pleased with Oklahoma and its prospects.

ENID VISITED.

Leaving Guthrie on the evening of June 9 the editorial excursionists occupying eleven sleepers and making up two special trains, started on a tour of Oklahoma and Indian Territory. The first stop was made at Enid, the county seat of Garfield county. Enid, according to a map presented to us by the enthusiastic citizens of that hustling city, is the railroad center of Oklahoma.

Just how many railroads it has, we don't exactly know, but we counted ten on the map and have no doubt but there are several more by this time (ten days later), so rapid is the movement of events in Enid and other parts of Oklahoma. Enid claims to have 15,000 people. We don't deny it, neither do we swear to it, but if they are all as delightful as the special ones we met there, Enid is made up of the best people on earth. It has 3,100 school children; $150,000 waterworks system; electric light and gas; telephone, churches, school houses, public library and the rest of the good things usually enumerated by a commercial club circular. It is located in what was known as the Cherokee strip or Cherokee outlet. This strip was originally granted to the Cherokee Indians, not for occupancy but as an outlet through which they could reach the Rocky Mountains and the vast hunting grounds of the plains. It is 60 by 220 miles in dimensions and was opened to settlement Sept. 16, 1893, nearly five years after the opening of the first Oklahoma country where Guthrie and Oklahoma City are located. At 12 o'clock noon, on that day signal guns were fired and the tens of thousands of homeseekers, who had congregated around the border, rushed in. The strip was mostly settled in a day and Enid had five thousand population before sunset. In the brief space of eleven seasons, which have elapsed since that day, the wilderness has been conquered. Homes, roads, bridges, school houses, churches and public improvements have been built. The people have successfully accomplished that which ordinarly requires a quarter of a century or more. Enid is located in an agricultural, fruit and stock region that is occupied by prosperous and contented farmers. The people of Enid enjoy school and church facilities of the highest order and its merchants have a splendid wholesale, retail and jobbing trade.

LAWTON, THE THREE-YEAR-OLD WONDER.

Leaving Enid at midnight, the editorial trains were taken over the Frisco system southwest to Hobart and Snyder. At the latter point the ruins wrought by the recent destructive and fatal cyclone were plainly in evidence. Lawton, the wonderful three-year-old city in the Comanche country, was reached at noon, where the members of the editorial party were entertained in the homes of the people. Lawton claims today a population of 10,000. It never was a village or town, but was born "grown up." It was incorporated as a city from the start. Where once the luxuriant wild grass, the Indian and the cattle had full sway, where no town, public road or fence had been known, almost with the passing of a day, the open prairie was converted into a wonderful new city. In the fall of 1901, the United States government opened for settlement the great Comanche country. The government located and platted three county seats of which Lawton was one and sold the lots at public auction. These sales were conducted by the interior department and the money received was held to be expended for court house, high school, waterworks and sewerage system, the balance to apply for bridges and roads for the county. Lawton, the capital of Comanche county, set the pace, her lot sales bringing nearly $500,000. At that time Lawton had no railway or town within thirty miles. Think of it, this vast sum of money being received spot cash in hand under such conditions. One twenty-five foot lot sold for $3,500 and every lot in the 320 acres was sold, Uncle Sam wisely platting and reserving fine sites for court house, public schools and high school. It has today over 100 stone and brick buildings and hundreds of dwellings of from $1,000 to $5,000 in value.

It has eight churches, six banks, electric light plant, two ice plants, cold storage, three cotton gins, two elevators and one mill. An $80,000 waterworks and a $53,000 sewerage system have just been completed and paid for by the government from money realized from the sale of lots. Lawton is located near Fort Sill, where the government has set aside 56,000 acres to be used for United States war maneuvers and will expend $400,000 on the same. In the beautiful Wichita mountains, which are not far distant from Lawton, there is to be a United States national park and game preserve of 47,000 acres on which $200,000 is to be expended. Lawton is in many respects a wonder and seems to have a brilliant future ahead of it.

A STOP AT CHICKASHA.

From Lawton, the editorial trains were run northeast past Fort Sill and the United States military reservation through Anardarko, Chickasha and El Reno to Oklahoma City. Chickasha proudly denomintes herself "The Queen of the Washita," and the editors were assured that it is located in the midst of the garden spot of the earth. If they hald told us that it was the garden of Eden we would have believed them just the same, for at no point was the editorial party given a more cordial reception. The town of Chickasha is just across the border of Oklahoma in the Chickasha nation of the Indian Territory. Though the city is a little over thirteen years old, its record of growth is remarkable. Five years ago its population was less than 4,000. Today it is more than $10,000. Chickasha leads as a jobbing and manufacturing center, having twenty-seven jobbing and manufacturing enterprises. It has splendid schools, many churches and excellent public buildings. The city is supplied with an electric light plant, a complete waterworks and a sewerage system, a gas plant and two telephone systems. An ordinance is now pending granting a franchise for an electric street railway and we are assured that within less than two years a splendid street car system will be in operation. Chickasha is located on the Washita river, which is one of the most fertile agricultural regions of the country, the climate being admirably adapted to all farm products. Corn, wheat and cotton are the principal products, though fruits and all kinds of vegetables are extensively grown. The price of land in the vicinity of Chickasha ranges from $10 to $35 per acre, depending upon the location and improvements. The land has been allotted to the Indians in severality. While there is a restriction upon their homestead allotments of from forty to one hundred and sixty acres each, yet practically a large share of the restrictions have been removed and by March, 1906, nearly all the lands aside from the homestead allotments to the Indians, will be in the market and can be occupied by actual settlers. It is needless to say that in this hustling, bustling Indian Territory town, which many of the editorial party had never before heard of, it was a distinct surprise to find beautiful church structures that cost over $20,000 each, four fine school buildings that cost over $65,000, and solid banking institutions with deposits on January 1st last, aggregating $1,188,050.57. It was also interesting to note that Mr. Carnegie had been there before us and had deposited one of his pretty and substantial library buildings on a prominent corner. Chickasha is all right and certainly deserves the proud name of "The Queen of the Washita."

GROUP OF MEMBERS OF THE N. E. A. IN FRONT OF THE ALAMO, SAN ANTONIO, TEX.

Miss Adena de Zavalla, President of the Daughters of the Republic of Mexico and Hon. John Dymond, President of the National Editorial Association, in the fore-ground to the right.

Greatly to the disappointment of the editorial party, Oklahoma City, the real metropolis of Oklahoma and Indian Territory, was not reached until after dark. This city is the real wonder of the great new southwest and without question is the largest city in the world of its age. Here the editors found a city of 30,000 people with almost every known modern convenience and all accomplished within sixteen years. It would seem as if only by the miraculous power of Alladin's lamp could the result now shown have been accomplished. The city has constructed and under contract fourteen miles of asphalt paved streets. It has twenty miles of street railway and a system that has no superior in the country. It has eight diverging lines of steam railways and is soon to have a belt line and a new union depot. It has already invested $500,000 in church buildings and one church building is now being erected at a cost of $50,000. It has now eight large school buildings with another one being built and bonds issued for two more to cost $30,000 each. It has a university and a military institute. St. Mary's academy is now being completed at a cost of $125,000. In public buildings it has a Carnegie library valued at $35,000, the city hall, $80,000; court house, $140,000. The wholesale business of the city exceeds $12,000,000 annually and the trade territory commanded by this southwest metropolis is gradually widening. The city boasts of three splendid parks and at one of them a chautauqua assembly will be held the present month. Oklahoma City has eight banks, with deposits aggregating in excess of $3,000,000. It has five large and modern equipped hotels and it has a $75,000 theatre, which is visited by some of the best metropolitan companies. It has large and thoroughly equipped gas and electric lighting plants and the building of Oklahoma's first inter-urban line will be begun within the present month. Oklahoma City is in truth, as well as name, a city. It is the wonder of the southwest, and her people have good reasons to be proud of the growth and prosperity which they have enjoyed. That such a city could be created and developed within the space of fifteen years is one of the marvels of the present marvelous age.

IN THE OIL AND GAS BELT—CLEVELAND.

From Oklahoma City the editorial trains again returned to Guthrie, thus completing a circuit of several hundred miles' run through the best portions of Oklahoma. Leaving Guthrie at midnight, Sunday, early Monday morning found the party at Cleveland, in the midst of the oil and gas belt. A few years ago Cleveland was but a name on the map, thirty-five miles from a railroad. One year ago, it was but a way station, practically unknown to the world at large. On May 29, last year, oil and natural gas were discovered at Cleveland. The result has been phenomenal. Since then wonders have been performed in the oil and gas business, as well as in the building of the

Pikes' Peak, Colorado.

town. The first oil well was "brought in" on July 2, but it was not until twenty days after that that well was shot. The discovery of oil soon caused the town of Cleveland to be run over with oil men from the east, west and south. The whole country was leased up and some prices were paid which were considered fabulous and the owners of real estate, some of them at least, made fortunes. The oil is found in an unusually thick deposit of sand at a depth of sixteen hundred feet. The present production of the field is estimated at between twelve and fifteen thousand barrels per day. As defined now, the Cleveland oil field is two miles and a half long and about two miles wide at the widest point. Within this radius there have been no dry holes drilled, and while the present field is small, it is being gradually widened and lengthened out. The town is supplied with natural gas for lighting, cooking and heating purposes and so plentiful is the supply that the street lights are permitted to burn day and night, because it is cheaper to let them burn than to hire some one to turn them out in the morning and light them again at night. While many fortunes have been made in oil and real estate at Cleveland during the past year, just what the future holds for this section it is difficult to predict. The Standard Oil company is already in the field and whether they can control the situation is a question yet undetermined. It would seem, however, that Cleveland's future is well assured.

As indicating how small the world is, on alighting from the train at Cleveland, the writer (A. W. Lee), was introduced to Captain A. W. Lee, one of the old settlers, who had come to Cleveland ten years ago when it was still thirty-five miles distant from a railroad. Said Captain Lee to Editor Lee, "Where are you from?"

"I am from Ottumwa, Iowa," was the reply.

"Then you know Major Tom Spilman?"

"Yes, indeed, Major Spilman is one of the best men in Ottumwa."

"Well, you must tell Major Spilman that his old army comrade, Alexander W. Lee, of Company F, Fifty-Second Indiana Infantry, is still on earth; that he is farming and practising law and incidentally going for oil; that he weighs 176 pounds and is ready for an old time wrestle with the major and is also ready to bet any amount that he can throw him yet. Also, please tell the Major that if he is hunting for the 'fountain of youth' that he should just come down to Cleveland, Oklahoma, and spend the winter with his old army comrade. I'll take care of him and don't you forget it."

TULSA, THE TYPICAL.

From the Cleveland, the editorial party crossed the Arkansas river into Indian Territory and the first stop was made at Tulsa, a wonderful and typical new southwestern town, located on the Arkansas river on the northern border of the Creek nation. A few years ago, Tulsa was a railway flag station. Today it is the home of 7,000 people, principally of eastern birth and training, with excellent schools, national banks, modern churches, daily newspapers and an inexhaustible supply of pure water. Tulsa possesses in the fullest measure the five essentials for successful manufactures—cheap fuel, raw materials, abundant water, ample railroad facilities and a growing market. It is in the center of a coal field, many miles in extent with veins of coal from thirty inches to six feet in thickness. It has natural gas, oil, timber and stone. It is located on the beautiful Arkansas river and surrounded by some of the finest farming land in the United States. It is built on high ground, where half a century ago in the shade of the trees overlooking the broad Arkansas river, the Tulsa clan of the Creek nation held its annual council, hence the name. Tulsa has sprung up as it were in a night and is the best built city of its age in the Indian Territoy. It has more pretty women and better dressed people and finer horses and equipages than any town of its size that we have ever been in. Tulsa is a hummer, whose prosperity is based on a solid foundation of natural resources and anybody who visits Indian Territory and does not see Tulsa has lost half of the benefit of his trip. The completion of the work of the Dawes commission, the discovery of oil and gas and the development of the coal fields, gives Tulsa magnificent prospects for the future. Tulsa is preeminently a typical town of the great new Southwest.

MUSKOGEE.

Muskogee was reached in time for supper and several hours were spent in this, one of the oldest towns in the territory. The development of Muskogee, however, has come within the past few years, and it is now a city of 20,000 people, prosperous, progressive and very much up-to-date. Here the writer had the pleasure of meeting Michael Conlin, formerly of Ottumwa, now in the government service. He is much pleased with the conditions in Indian Territory and believes there is a great future ahead when statehood is secured. In the vicinity of Muskogee 160 acres of land was given to each Indian, man, woman and child. It is a matter of record that one Indian proved up twenty-one children and received allotments aggregating nearly four thousand acres. A gentleman who moved to Muskogee from Illinois two years ago, speaking of the social life in Indian Territory, stated that he had more use for a dress suit in Muskogee, a dozen times over, than he formerly had when he lived in Illinois.

Cripple Creek Mining District.

A RUN THROUGH TEXAS.

A night's run from Muskogee brought the editors to Dallas, Texas. Dallas is the chief commercial city of Texas and gives evidence of being now the largest city in the State, having from 80,000 to 100,000 population. It is developing with wonderful rapidity and is destined to become the great financial and business metropolis of the empire State of Texas.

Another night on the cars and the editors woke up at Houston. Houston has a population of 75,000 and shows a school census of 12,513. It has thirty-eight public school buildings, thirty-two private schools, and ninety-three church buildings. It has thirty-eight banks, trust and loan companies with bank clearances last year exceeding $660,000,000. Over 2,000,000 bales of cotton were received at Houston last year. Houston is at the head of deep water navigation from the Gulf and it is expected that within a short time vessels drawing over twenty feet of water can load and unload from Houston docks. Houston has great newspapers, the office of the Houston *Post* being the finest in the United States, in any city of less than 100,000 population.

From Houston many of the editors ran down to Galveston to take a dip in the surf and see the great sea wall four miles in length, which the people of Galveston have erected at an enormous expense in order to protect that city from overflow by tidal waves or tropical storm in the future. The city is being raised from one to seventeen feet above the old level which prevailed previous to the great flood of five years ago, which destroyed millions of property and over 8,000 human lives.

From Houston, the editorial train was hauled in the night to San Antonio, which with the Alamo and other historic buildings and associations, is one of the most interesting places in the southwest. San Antonio by the census of 1900, was the largest city in Texas. It has become a health resort of national prominence and is visited annually by many thousands of people from all over the country.

QUESTION BOX

All Questions from Printers will be answered in this Department.

Address CHARLES A. KING, Beverly, Mass.

L. C. B., Massachusetts. Can you give me any information on the custom of charging for stamped envelopes and postal cards? Heretofore I have never made any charge for this stock above bare cost and sometimes have had to wait several months for pay. I understand that in some places printers charge 5 per cent on such stock. Of course in printing work of this kind there is bound to be some spoiled and customers expect full count of both postals and stamped envelopes. Inasmuch as these goods are spot cash it seems as if the printer should either have cash with order or get a profit sufficient to pay at least interest on the investment and loss in printing.

This letter was received some time ago and the delay in answering has been because several printers were consulted. As a rule, we find that printers do not ask any profit; put in the stock at cost, but charge enough, if possible, to cover the expense of printing and a little profit and the loss by spoilage. We also learned that in several cases printers put in stock at cost price, and one did not even add anything for express or cutting, but relied upon the profit on the printing to pay for this. Some printers make an iron-clad rule that they would not furnish postals or stamped envelopes; others limited the risk to a very few.

It would seem that a printer should add from 10 to 25 per cent to cost of stock to pay for freight and cutting and should also charge up the allowance for waste. A printer has no more business selling paper or envelopes at cost than he has to do printing at cost. It would seem to be an excellent rule to post up a notice that customers must either furnish stamped envelopes and postal cards or pay 5 per cent above cost. A prompt paying customer would save the 5 per cent, and you do not wish to buy postals or envelopes from any other. It is very easy to explain to a reasonable patron that you are allowed 30 days' credit on ordinary supplies, but Uncle Sam insists on cash with the order and what is "good enough for Sammy is good enough for you." A little backbone will be of great help to printers and especially when pay day comes, as it does pretty often.

L. C., Minnesota. Have been much interested in a department of queries. Can you tell me of a good way to keep samples of paper and card stock and printed samples? I spend much time looking up these matters.

L. C. does not state the size of his office, but judging from the locality it is not a large one. The large offices have a system and help to carry it on, and these remarks will apply to medium-sized offices. Unless a printer can afford a cabinet which is furnished at printer's warehouses, the better plan is to select a part of the office convenient and put up some shelves and have a number of strong paper boxes made to fit the space, probably about 7x10 is a desirable size, although for cards these are too large. The average printer has altogether too many samples, both of stock and printed matter. The jobbers and manufacturers are liberal with samples and about two-thirds of what they send is of no use to you, although it may be needed by some other printer with a different set of customers. In every town there is more or less work different from that done in another locality.

In keeping track of stock it would be well to have one box for cardboard, one for envelopes, one for bond paper, another for ruled goods, etc., carrying the subdivision as far as desired, and frequently looking over the box and culling the useless samples. "Job lots" may be put in these boxes, but as these lots are often quickly sold it is most desirable to cull them often and when ordering give a second choice. It would be well to have the cost mark in cipher and the price mark on these samples to show customer. You should make a profit on stock of from 15 to 50 per cent to pay for handling, cutting, waste, freight, etc. You cannot afford to charge stock at cost.

As for printed samples, the subdivision can be carried as far as the printer has room or inclination, and it is well to have boxes for address cards, business cards, tickets, envelopes, bill heads, packet heads, programs, booklets, engravings, weddings, circulars, flyers, blanks, etc. These should also be culled and those which are dirty, and many will become soiled by handling, thrown out.

Nearly every office has regular customers and the samples of their work should be kept separate, or at least duplicates kept separate. Where the work is occasionally duplicated with slight changes, it is particularly desirable to keep these samples in a scrapbook with plenty of margin where the new orders can be indicated. If possible have the customer number each job, as is done by the large corporations. It will be an easy matter to refer to the job, and if a careful record is kept it will be easy to duplicate and also to ascertain if the job is a profitable one or not. Where jobs are numbered and ordered to be duplicated by number a scrap-book is almost indispensable and a labor-saver.

In many offices posters and show cards are used to adorn the walls. Show cards can be kept in a large box and posters can be kept on a curtain, each size being separate and the tops pasted one over the other. These will readily roll up and can be kept clean and can be shown the same as dealers show wall paper.

Many printers spend much time looking for samples and lose some money by not keeping various samples of stock within easy reach. It frequently occurs that a few cents a pound can be saved on paper and the customer will be just as well satisfied. Give a customer just what he wants; do not try to substitute a lower-cost paper unless he says he is not particular, but occasionally a lower-priced paper is equally satisfactory.

THE PRESS, THE PULPIT AND THE POLITICIAN.*

BY TOM W. PERKINS, MCKINNEY, TEXAS, GAZETTE.

THE press assists the pulpit and makes and breaks politicians. The press entertains and edifies you; the pulpit strengthens and gives you peace of soul, while the politician promises you much, and gives you less. I have been on the press all my life; I have heard the sweet, urgent appeals from the pulpit, of truth and righteousness and have seen its deep and lasting lessons thoroughly imbedded into the lives, souls and hearts of the young and ungodly; I have been a candidate—and speak positively from personal experience. I have shaken the glad hands and heard the loud throbs of the boys' hearts from the "forks of the creek;" I have sung the sweet, consoling song of "overproduction," trampled upon the great, blood-sucking corporations of this Commonwealth and plainly and fearlessly pointed out to the commonality the flagrant wrongs daily being foisted upon us poor, down-trodden and defenseless people. I have seen and heard the cries of the people go up for redress of wrongs being perpetrated, but all seemingly in vain. I have run for office; I have been defeated; I am now holding office. I am not a politician; I am a patriot. A politician cares only to be elected, and not for his country. A patriot runs and holds the office for the sake of saving his country. The press made me; the pulpit saved me; the politicians almost ruined me.

A free press is the forerunner of high civilization, the backbone and sinew of this great American Republic. It stands for right as against wrong, for humanity as against inhumanity, for patriotism against graft. Without the press we would have ignorance, vice, superstition and anarchy. Show me a community without a first-class, well-conducted local newspaper and I will show you a place that is far behind in enterprise, higher education and Christian religion. The press is highly essential to the growth and maturity of our great and glorious Commonwealth. It educates the people, guards their interests and protects their rights. It educates the masses, and the continued perpetuity of this great Republic depends solely upon the proper education of the masses. Trust the common people and educate them and our Government will remain intact—for and of the people. We have the ablest and greatest press on earth today, hence we are the greatest God-loving, God-fearing people in existence. My friends, shackle and trample the press and you hamper civilization and education.

The pulpit and the Christian religion are the strongest and greatest bulwark of all our people. Without faith and hope this life would not be worth living. The pulpit is first of all. Let us reverence it; let us support it. A consecrated pulpit is the wish of the Father of fathers. By all means never let us desecrate it. It offers encouragement to the weak; further strengthens the strong, and gives peace of soul to the ungodly. It enlightens and edifies the world, assists the weak and needy, and if we will but follow its precepts and examples, we will all be better men and women. I pray the time will come some day when we will all worship one God as one people.

The politician we have had with us since the founding of this Republic. He is pre-historic. We know not from whence he came, nor where he will finally land when he shall turn up his little "pink toes to the daisies." He is a hail-fellow, well met, and he tells you a tale of woe from which you can not extricate yourself. He tells you how to run the Government and save the country. He always has a smile on his face that reminds you of the moon rising in Arkansaw. He is a bunch of sunshine, politeness personified. He gives the voter the glad hand of welcome; caresses all the babies, and while you are in his presence he makes "life one grand, sweet song." There are all kinds of politicians. Some run for office, others manage while they run. There are large politicians; there are samll politicians. Large ones are out for big pieces of "pie," the small ones for crumbs only. Some are moral; some immoral. Some are good citizens; others live and exist off what the good citizens make. This world may be better for the politicians having lived and existed. I seriously doubt this. All office-seekers and office-getters are not politicians. There are patriots holding office; but the proverbial, irrepressible, irresistible politicians—the kind we have in this country today—my friends, have them bested a whole Government block. My advice to one and all: Beware and stay clear of the progressive, twentieth century politician.

*From Address read before the Texas Press Association.

C. E. GILMORE, WILLIS POINT, TEX.

Mr. C. E. Gilmore of Willis Point, Texas, whose able address on the question, "Are Publishers availing Themselves of Improved Facilities for Production and Distribution?" was published in the June issue of this Journal, is a native Texan, born October 26, 1872. He was so fortunate as to be reared on a farm, laying there the splendid foundations of health, abundant vitality and tireless industry. After the usual education, open to every lad in this free land, he became

a school teacher for a time, getting the splendid drill in self-control and in the control of others afforded thereby, putting to the test all that he had learned and making himself more perfect therein. In 1894, at the age of twenty-two years, he entered the newspaper business in the office of the Willis Point *Chronicle*, the paper that he now owns and ably conducts. He is married and has a son now seven years of age, whom he values at a million dollars. Mr. Gilmore is active, zealous, useful and popular and what more can be desired?

THE PENN GOTHIC SERIES.

The Penn Gothic Series made in nine useful sizes by the Keystone Type Foundry, of Philadelphia, New York and Detroit, is shown on a two-page insert in this issue. This series is especially designed for Stationery and Commercial printing, and will undoubtedly be welcomed by printers everywhere. It is artistic, stylish and more durable than the letters now generally used for this class of work. The price of a complete series being but $13.40, combined with its merit and general usefulness, makes it a letter that should be found in every up-to-date printing office.

NEWSPAPER CRITICISMS

BY O. BYRON COPPER, DE SOTO, WIS.

Address all Communications for this Department to De Soto, Wis.

NEWSPAPER MEN, as well as those of other callings, sometimes fail in business. And while some of them do not fail financially, yet, so far as their newspapers are concerned, they are absolute failures. Both, however, we firmly believe, are but the result of a lack of big-heartedness, self-confidence and enthusiasm in the individual. "In the lexicon . . . . which Fate reserves for a bright manhood there is no such word as fail." We know of a certain county which is really overburdened with newspapers; and the worst of it is they still continue to spring up there, like mushrooms in the night, until it is now merely a question of the "survival of the fittest." One of the papers of that particular county recently suspended publication. It was a county seat paper, too. A few years ago, in that same county, a young friend of ours started a newspaper. Exchanges "welcomed" him to the overcrowded field with a moan. Just prior to his entrance of business there, the late Geo. W. Moss, then at the head of the credit department of the J. W. Butler Paper Company, in taking his financial statement, said to our young friend: "I do not wish to discourage you, young man, but only one man out of every hundred can succeed under such circumstances. But the boy's courage was undaunted. He went on and started his paper, amid the misgivings of relatives and friends. He got out a good paper, working day and night himself to make the thing a success. But at length, despite all his efforts, business began to lag. But instead of giving up then and there, our young friend cast his eye about for an avenue of escape. He reasoned that business would not come to him if he sat down and merely waited for it, but that it was necessary to get out and hustle for it and meet it half way. But business was such that it would not warrant the employment of a sufficiently large force to permit his services outside the office; therefore, he took in a partner. Interested exchanges then set up another groan: They had hoped, they said, that there was enough support in the town for one editor's existence, but certainly not enough for two. But our friend went on attending to his own business. He and his partner began with renewed energy, they hustled inside and out, they used their hands and their feet and their heads, they advertised. And business picked up. During the St. Louis exposition they instituted a world's Fair tour voting contest, in which they gave away a free-trip ticket to the Fair and twenty dollars' expense money. Later they gave away a forty-dollar sewing machine to their subscribers. And today they are enjoying a nice little business. At one time when business was supposed to be in its "dull season" these two friends of ours got their gray matter to working and evolved a scheme that netted them a snug little sum for only a day or two's labor. A neighboring city announced a street fair and carnival to be given in their midst at a future date. And what should our two newspaper friends do but divide one of the pages of their paper into two-inch card spaces, enter the stronghold of that carnival city and sell the whole business to merchants there at a dollar per space, making a unique and valuable carnival business directory. Thus we see that there is practically no excuse for failure in the newspaper business. If one thing does not win, there are always other resources. Use your heads, friends, use your heads, and advertise!

Continued from July issue.

O. Byron Copper, De Soto, Wis.

DEAR SIR:—Under separate wrapper I send you two copies of the Iola *Daily Register*, one a six- and one an eight-page paper. The *Register* is issued in six to twelve pages daily, the amount of advertising determining the number of pages. Being the make-up man, I send the papers to you for criticism more along that line than anything else. I am not at liberty to ask criticism on ads, news service, etc., but the management and boys of the office would not object to a little praise if these departments deserve it.

Very truly, JAY MATTHEWS.

OXFORD JUNCTION IOWA, May 8, 1905.

The making up of a newspaper is all a matter of artistic taste. A page of an even number of columns is always more difficult to give balanced treatment than is a page of an odd number of columns. The Iola Daily *Register* is a six-column publication, and in the issue of May 8, Mr. Matthews has succeeded well in putting up an artistic effect in his initial page. The first, third and fifth columns are topped by a double-deck head, while the alternating columns are begun with modest heads or straight matter. In the issue of May 12, he has also done about as well as could be done with the matter, perhaps, but the only really artistic way is to open every other column with a displayed head, as discribed above. The other pages of the *Register* are equally well put together and carefully justified. In instances there is some promiscuousness in the arrangement of the ads, which we take it for granted is due to position stipulations in the ad contracts. Our hobby in making up a newspaper page, is to collect all the displayed advertising matter to the right hand side of the form, (that is understood, viewing the form from a printer's standpoint—facing the top of the chase) with all the larger ads at the bottom and the smaller ones graduating to the top. This, Mr. Matthews will observe, is hardly as he has it; but especially with regard to the makeup is it not always possible to attain to the ideal. We consider the news service of the *Register* creditable, indeed, and the ad composition is of a good, serviceable type.

The following letter from that master printer at Oxford Junction, Iowa, whose name is becoming familiar to close students of this journal, namely, Edward Courtright, came to cheer us this month:

Mr. O. Byron Copper, De Soto, Wis.

DEAR SIR:—For many months I have owed you my sincere thanks for the splendid notice of our "Historical Edition" in your department of the NATIONAL PRINTER-JOURNALIST. Shortly after that a little girl came to live at our house, work was rushing in the office, and at night and on Sundays I wanted to do nothing but rest and play with baby. That is my only excuse.

I am sending you, under another cover, a copy of a cook book we got out containing ads. It was a "hurry-up" job, and if you can find nothing of interest typographically, perhaps Mrs. Copper may find a few gems in the baking line. The recipes are said by good cooks to be more than ordinarily good. Accept my *real* thanks for your kind and helpful words, both to myself and others.

Sincerely yours, EDWARD COURTRIGHT.

We had looked "many months," too, for this letter, or something more from Mr. Courtright, because we considered him a valuable addition to "the school" which Brother Wood used to talk so much about in his department—not as a pupil, understand, but as a tutor. The boys who are making typographical blunders are those who are to learn from these departments of criticism, and those contributors who are producing such work as that by Mr. Courtright are those who are going to teach them. Anyone who has ever had a little one of their own in the house could easily forgive any neglect, however, that grew out of a desire to "play with Bobby." But, could we find anything of interest in this cook book? Well, I guess yes! We hadn't turned a single page of it until we were fairly charmed with the cover design, and as we penetrated further we resolved to illustrate this month's department profusely; but the moment that "better half" of ours got her eye upon it, she looked at us threateningly and said: "You shan't mutilate that book!" Of couse that settled it. You, no doubt, can appreciate how it is, Mr. Courtright; our intentions were good enough. But there was that look in Mrs. Copper's eyes and that decisive ring in her voice. But we finally compromised matters and are reproducing one of the first ads in the book—one which had no printed recipes on the back of it. Fortunately, the ad which we are able to show (No. 8) is one of the best in the book, and a peerless example of real, typographic art.

O. Byron Copper, De Soto, Wis.

DEAR SIR:—Enclosed you will find three ads, which I have set, and which I wish you would criticise. I am a new contributor, but have been reading the N. P.-J. for some time. I am only seventeen years of age, and am the foreman of Lewis' *Ledger* of this town.

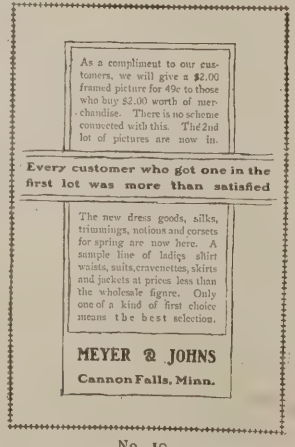
Respectfully yours, MICHAEL EDMEYER.

SHELTON, NEBRASKA, May 21, 1905.

New contributors are always welcomed to this department of the NATIONAL PRINTER-JOURNALIST and after closely examining Mr. Edmeyer's ads and considering his tender age we have become convinced that there are high places in the printing business in future store for him. Although the specimen which we discard is without material fault, we are showing but two of these Edmeyer creations. (Nos. 9 and 10.) The first is well designed and strongly and correctly displayed. The chief, and perhaps only defect is the difference of space between the panel and border at the ends and at the sides. To be right, this intervening space should always be uniform all the way around. The second is a very

Ladies Shirt Waist Suits
THIS will be a great shirt waist season. More will be sold than last summer. Our first shipment just arrived. They are beautifully made and gotten up. Made of fine suisses, blue chambrys and voiles, tan india linens and figures. All washable materials and at little cost.
Prices $2.95, $3.50, $4.50, and $5.00 for the suit
Ladies' Waists
With no exception we can show you the best and cheapest line of waists. They are made by the "Acorn" people which means a perfect fitting waist. Splendid values at. . . . . $1.00 up to 5.00
Friday and Saturday Specials
60c Reliance taffeta silk, all colors, these 2 days 39c yd.
$1.00 and $1.25 fancy silks for waists these 2 days 75c yd.
12 1-2c childrens hose, slightly imperfect, all sizes, these 2 days, ... 7c a pair, or 4 for 25c
MEYER & JOHNS

No. 9.


As a compliment to our customers, we will give a $2.00 framed picture for 49c to those who buy $2.00 worth of merchandise. There is no scheme connected with this. The 2nd lot of pictures are now in.
Every customer who got one in the first lot was more than satisfied
The new dress goods, silks, trimmings, notions and corsets for spring are now here. A sample line of ladies shirt waists, suits, cravenettes, skirts and jackets at prices less than the wholesale figure. Only one of a kind of first choice means the best selection.
MEYER & JOHNS
Cannon Falls, Minn.

No. 10.

neat, pretty example; but the rules employed are a trifle too light in face. One, or even two-point rule, would have been preferable. When we look at an ad in which hair-line rule has been employed, as in this exhibit, we unconsciously find ourselves treating said rules as white space,—that is, ignoring them, just as if they were not there. And it is not every typographical creation that can stand such scrutiny. For instance, take away the rule work in this specimen and see what you have left. Part of the ad's soul—part of its individuality is gone. This same fault might be argued as an evidence in reproduction No. 8; but it is different in this instance. In No. 8 there is a type design independent of the rule work, or in other words the one is not so closely related to the other, as in specimen No 10. In our opinion, where rules are employed in close proximity to a mass of type, both will stand out more forcibly, if the former is distinctly outlined by being of a proper bold face.

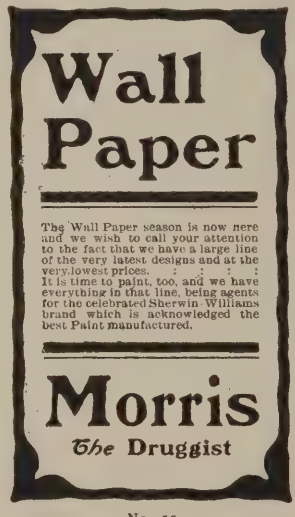
Mr. O. Byron Copper, De Soto, Wis.

DEAR SIR:—In a recent issue of the PRINTER-JOURNALIST you reviewed *The Clipper*, and while criticing the make-up, you paid the paper a very high compliment. I am taking the liberty of again sending you some copies of recent issues, including a special edition gotten out by the ladies of the Twentieth Century Club who did all except the mechanical work. The presswork on this edition, as is that on each issue of *The Clipper*, was done by a platen press one page at a time, and while I am aware that better results might have been gotten from the half tones, when it is taken into consideration that the rollers used had been in use over two years, I feel that the work is about as good as could have been secured.

While I am not sending you the papers expecting you to again review it, if you should find it convenient to do so any criticism you may make will be appreciated by

Yours very truly, F. D. REED.

In our estimation the Twentieth Century Club Souvenir edition of the Shelton *Clipper*, was a highly creditable product, both to its editors and its publishers and printers. It consisted of ten six-column pages of good heavy stock enclosed within a rich green cover, and was handsomely illustrated with over a score of large half-tone cuts of Shelton's prominent people and residence buildings. The


Wall Paper
The Wall Paper season is now here and we wish to call your attention to the fact that we have a large line of the very latest designs and at the very lowest prices.
It is time to paint, too, and we have everything in that line, being agents for the celebrated Sherwin-Williams brand which is acknowledged the best Paint manufactured.
Morris
The Druggist

No. 11.

advertising patronage accorded this souvenir edition in its liberality speaks flatteringly for the enterprise and thrift of the Shelton business men; and the fact that this paper was printed "one page at a time" on a platen press makes it represent a volume of work. As might be expected the impression is creditable, the presswork having been well executed, and despite Editor Reed's foregoing apology relative to the half-tones, these, too, we think compare favorably with the average newspaper work. The makeup is highly satisfactory on all pages but the first one, where no displayed advertising should have appeared; but rather a clean page of straight reading matter surrounding the centrally located half-tone. While the advertisement composition has been effected with credit to its creator, yet with the

(Continued on page 570.)

THE LINOTYPE
Rogers System
Rule and Figure Work

Slugs cast with slots ready for insertion of brass rule.

Most complicated tables produced more cheaply and rapidly than by any other method.

Readily applicable to all existing linotype machines.

Used in important offices in commercial work with great success.

Write for particulars.

MERGENTHALER LINOTYPE CO.

New York Chicago San Francisco New Orleans

COMMERCE OF HAWAII.

No. 39.—Imports of Merchandise into Hawaii, by Articles and Countries, other than the United States, during the Year ending June 30, 1904—Continued.

	COUNTRIES FROM WHICH IMPORTED.	WOOL, HAIR OF THE CAMEL, GOAT, ALPACA, AND OTHER LIKE ANIMALS, MANUFACTURES OF.									Zinc, manufactures of. (Dutiable.)	All other articles. (Free.)	All other articles. (Dutiable.)
		Carpets and carpeting. (Dutiable.)		Clothing, ready-made, and other wearing apparel, except shawls and knit fabrics. (Dutiable.)	Cloths. (Dutiable.)		Dress goods, women's and children's. (Dutiable.)		Yarns. (Dutiable.)		All other. (Dutiable.)			
		Sq.yards.	Dollars.	Dollars.	Pounds.	Dollars	Sq.yards.	Dollars.	Pounds.	Dollars.	Dollars.	Dollars.	Dollars.	Dollars.
4	Germany			292	1,007	1,455					51	50	1,013	3,227
11	United Kingdom	231	218	411	5,190	6,434	2,445	669			319		129	3,476
	Dominion of Canada:													
14	British Columbia			2	103	219								
23	Hongkong			21					76	54	126		1,273	8,064
24	Japan			211	6	6	13,309	2,678	15	8	130		4,598	17,971
26	British Australasia			22							42		873	19
27	British Oceania													36
30	Philippine Islands												2,225	
	Total	231	218	959	6,306	8,114	15,754	3,347	91	62	668	50	10,111	32,793

RECAPITULATION.

	COUNTRIES FROM WHICH IMPORTED.	Total free of duty.	Total subject to duty.	Imported direct from foreign countries.	Imported through exterior ports without appraisement.	Entered for immediate consumption.	Entered for warehouse.	Brought in American vessels.		Brought in foreign vessels.		TOTAL VALUE OF MERCHANDISE.
								Steam.	Sailing.	Steam.	Sailing.	
		Dollars.	Dollars.	Dollars.	Dollars.	Dollars.	Dollars.	Dollars.	Dollars.	Dollars.	Dollars.	Dollars.
1	Austria-Hungary		177		177	177		177				177
2	Belgium		304		304		304		304			304
3	France	74	8,704	7,269	1,509	5,834	2,944	6,456		1,570	752	8,778
4	Germany	182,293	165,066	347,344	15	344,155	3,204	3,317		7,340	336,702	347,359
5	Italy		397	397		397		2		151	244	397
6	Netherlands	60	1,815	1,601	274	66	1,809	531	274	272	798	1,875
7	Portugal		843	843		843		13		115	715	843
8	Spain		2,127		2,127	2,127		2,127				2,127
9	Sweden and Norway—Norway		114	114		114		114				114
10	Switzerland		39		39	39		39				39
11	United Kingdom	1,920	620,545	585,917	36,548	420,240	202,225	25,267	14,785	236,753	345,660	622,465
	Dominion of Canada:											
12	Nova Scotia, New Brunswick, etc	600	5,880	6,480		6,480				6,480		6,480
13	Quebec, Ontario, Manitoba, etc		549	24	525	24 33,092	525 1,571	525 18,431	13,524	24 2,708		549 34,663
14	British Columbia	85	34,578	34,663								
15	Colombia		3	3		3		3				3
16	Chile	506,955		506,955		506,955			189,328		317,627	506,955
17	Chinese Empire		51	51		51		18		33		51
18	China—British	2,280	1,818	4,098		3,739	359	1,960		2,138		4,098
	East Indies:											
19	British India		412,897	412,897		412,897		246,145		166,752		412,897
20	Straits Settlements	196		196		196		196				196
21	Other British	2,826	25	2,851		2,851		1,308		1,543		2,851
22	Dutch		1	1		1		1				1
23	Hongkong	60,042	129,059	185,019	4,082	174,439	14,662	58,959		130,142		189,101
24	Japan	74,852	1,130,203	1,205,051	4	1,189,604	15,451	507,521	25,221	672,313		1,205,055
25	Korea	20	54	74		74		20		54		74
26	British Australasia	6,597	411,262	417,859		417,142	717	17,758	278,888	12,817	108,396	417,859
27	British Oceania	24,393	786	25,179		25,179		23		25,156		25,179
28	French Oceania	15	1		16	16		16				16
29	German Oceania	5	140	145		145		145				145
30	Philippine Islands	2,230	4,760	6,990		2,323	4,667	1,544		5,446		6,990
	Total	865,443	2,932,198	3,752,021	45,620	3,549,203	248,438	892,616	522,324	1,271,807	1,110,894	3,797,641

Reproduced entirely by the Linotype from Government Report and printed direct from brass rules and slugs on a cylinder press by the Unity Press of New York.

SOCIETY'S YEAR.	Maine.	New Hampshire.	Vermont.	Massachusetts.	Rhode Island.	Connecticut.	New York.	New Jersey.	Pennsylvania.	Delaware.	Maryland.	District of Columbia.	Virginia.	West Virginia.	Kentucky.	Tennessee.	North Carolina.	South Carolina.	Georgia.	Florida.	Alabama.	Mississippi.	Louisiana.	Arkansas.	Texas.	Ohio.	Indiana.	Illinois.	Missouri.	Michigan.	Wisconsin.	Iowa.	Minnesota.	Kansas.	Nebraska.	Colorado.	Indian Territory.	Oklahoma Territory.	Dakota.	North Dakota.	South Dakota.	Montana.	Idaho.
1—1832–33	..	..	..	..	..	..	6	2	1	..	..	..	..	..	1	1	..	..	..	..	..	1	..	1	..	12	5	9	7	3	..	..	..	..	..	..	..	..	..	..	..	..	..	..
2—1833–34	1	..	..	..	..	..	4	..	..	..	..	..	..	..	..	3	..	..	..	..	..	..	1	1	..	15	12	9	9	6	..	..	..	..	..	..	..	..	..	..	..	..	..	..
3—1834–35	..	..	..	..	..	..	1	..	..	..	3	..	..	..	..	5	..	..	..	..	1	1	2	2	..	13	13	16	8	11	..	..	..	..	..	..	..	..	..	..	..	..	..
4—1835–36	..	..	1	..	..	..	1	..	1	..	2	..	..	..	..	5	..	..	..	..	..	2	2	5	..	20	10	19	10	14	..	..	..	..	..	..	..	..	..	..	..	..	..
5—1836–37	..	2	..	..	..	..	1	..	3	1	2	..	..	1	..	1	1	1	..	..	..	1	..	2	..	21	11	23	7	15	1	1	..	..	..	..	..	..	..	..	..	..	..
6—1837–38	..	1	..	..	..	..	2	..	2	1	2	..	..	..	..	2	..	1	..	1	..	1	..	5	..	15	11	21	12	12	1	1	..	..	..	..	..	..	..	..	..	..	..
7—1838–39	..	..	..	..	1	2	..	1	2	2	..	..	1	1	4	..	..	..	1	..	..	1	..	8	..	17	10	23	13	10	1	2	..	..	..	..	..	..	..	..	..	..	..
8—1839–40	..	..	..	..	..	..	2	..	..	1	2	..	..	1	1	3	..	..	..	..	..	1	1	4	..	12	11	16	11	5	2	3	..	..	..	..	..	..	..	..	..	..	..
9—1840–41	1	..	..	..	..	..	..	1	1	2	..	..	2	2	1	..	..	..	..	..	..	1	..	2	2	11	10	11	6	6	2	2	..	..	..	..	..	..	..	..	..	..	..
10—1841–42	1	..	..	..	..	..	..	1	2	5	2	..	2	2	2	..	..	..	1	..	2	..	2	2	9	11	15	8	9	3	6	..	..	..	..	..	..	..	..	..	..	..
11—1842–43	1	..	..	..	..	..	..	1	2	4	2	..	1	2	2	1	..	..	1	..	2	1	2	2	6	8	11	8	9	6	7	..	..	..	..	..	..	..	..	..	..	..
12—1843–44	..	..	..	..	..	..	..	1	1	3	..	..	1	1	2	1	..	..	2	..	1	2	1	3	4	7	11	7	9	6	8	..	..	..	..	..	..	..	..	..	..	..
13—1844–45	..	..	..	..	..	..	1	..	..	1	2	..	1	1	2	3	2	..	..	3	..	1	2	2	1	..	14	19	7	11	11	10	..	..	..	..	..	..	..	..	..	..	..
14—1845–46	..	2	..	..	..	..	..	..	..	..	..	..	1	1	1	3	2	..	..	2	..	1	1	2	1	..	14	23	6	7	13	11	..	..	..	..	..	..	..	..	..	..	..
15—1846–47	..	1	1	..	..	..	5	2	1	..	..	..	..	1	3	2	1	..	..	1	..	..	..	2	1	1	20	32	5	8	20	10	..	..	..	..	..	..	..	..	..	..	..
16—1847–48	..	1	1	..	..	..	7	2	1	1	..	..	..	1	2	..	..	..	..	1	..	..	..	3	2	3	19	30	4	21	19	12	..	..	..	..	..	..	..	..	..	..	..
17—1848–49	..	1	1	..	..	..	6	1	..	1	..	..	..	..	..	..	..	..	..	..	..	..	..	2	1	4	14	24	1	28	12	13	..	..	..	..	..	..	..	..	..	..	..
18—1849–50	..	1	1	..	..	..	6	2	..	1	..	..	..	..	..	..	..	..	..	..	..	..	..	..	1	2	8	22	..	18	13	14	2	..	..	..	..	..	..	..	..	..	..
19—1850–51	..	1	..	..	..	..	3	..	..	1	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	2	14	32	1	18	21	14	3	..	..	..	..	..	..	..	..	..	..
20—1851–52	..	1	..	..	..	..	2	..	..	1	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	3	20	36	..	13	24	19	3	..	..	..	..	..	..	..	..	..	..
21—1852–53	..	..	..	..	..	..	..	..	3	2	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	2	35	33	..	9	36	22	4	..	..	..	..	..	..	..	..	..	..
22—1853–54	..	..	..	..	..	..	1	..	6	2	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	9	28	34	..	8	35	23	8	..	..	..	..	..	..	..	..	..	..
23—1854–55	..	..	..	..	..	..	1	..	7	1	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	7	22	29	..	7	38	21	10	2	..	..	..	..	..	..	..	..	..
24—1855–56	..	..	..	..	..	..	2	..	4	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	8	10	17	..	5	25	12	7	2	..	..	..	..	..	..	..	..	..
25—1856–57	..	..	..	..	..	..	1	..	1	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	4	11	8	..	5	17	10	12	2	3	..	..	..	..	..	..	..	..
26—1857–58	..	..	..	..	..	..	1	..	1	1	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	3	12	6	..	5	14	17	15	4	3	..	..	..	..	..	..	..	..
27—1858–59	..	..	..	..	..	..	1	..	1	1	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	4	7	3	..	6	18	20	21	4	4	..	..	..	..	..	..	..	..
28—1859–60	..	..	..	..	..	..	..	..	1	1	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	3	9	3	..	5	20	27	30	6	4	..	..	..	..	..	..	..	..
29—1860–61	..	..	..	..	..	..	..	..	1	1	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	1	8	4	..	3	23	25	31	11	4	..	..	..	..	..	..	..	..
30—1861–62	..	..	..	..	..	..	..	..	1	1	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	4	1	..	1	12	18	25	9	3	..	..	..	..	..	..	..	..	..
31—1862–63	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	4	..	..	..	..	..	..	..	..	3	7	1	3	8	16	22	10	4	..	..	..	..	..	..	..	..	..
32—1863–64	..	..	..	..	..	..	1	..	1	1	..	1	5	2	1	5	1	6	..	..	..	..	1	..	..	1	10	21	5	6	12	21	23	11	4	2	..	..	..	..	..	..	..
33—1864–65	..	..	..	..	..	..	2	..	2	1	..	1	17	6	1	13	1	8	..	..	..	2	1	1	..	2	15	21	6	10	24	34	22	14	3	2	..	..	2	..	..	..	1
34—1865–66	..	..	..	..	..	..	5	..	4	2	..	10	55	10	1	15	5	6	5	1	1	2	2	1	..	1	12	16	24	7	35	35	18	13	6	2	..	..	1	..	..	..	1
35—1866–67	..	..	..	..	..	..	3	..	5	3	..	12	56	12	..	14	10	5	3	..	2	3	3	3	..	3	17	55	36	25	36	32	22	14	9	2	3	..	..	..	..	..	1
36—1867–68	..	..	..	..	..	..	3	..	5	4	..	4	29	7	1	10	9	7	6	..	1	3	1	2	..	4	22	15	35	36	31	26	20	14	9	3	9	..	..	..	..	..	1
37—1868–69	..	..	..	..	..	..	25	..	5	4	..	6	24	6	2	11	5	8	8	3	1	2	1	2	..	2	15	10	17	27	21	13	16	8	5	2	8	..	..	..	..	..	..
38—1869–70	..	..	1	..	..	..	36	..	1	3	11	9	28	5	1	12	4	6	16	4	1	3	1	..	..	1	5	20	14	25	24	10	21	8	6	4	7	..	..	..	..	..	..
39—1870–71	..	..	2	..	..	..	37	..	5	2	8	6	36	2	1	9	4	9	8	7	1	3	2	..	3	1	4	38	7	24	22	8	19	16	19	6	7	..	..	..	..	..	..
40—1871–72	..	..	3	1	..	..	48	..	4	4	..	3	37	5	1	7	16	11	7	6	4	2	4	..	2	2	6	47	14	18	23	15	31	22	22	5	5	..	4	..	..	1	..
41—1872–73	..	..	3	2	..	..	59	1	5	3	..	3	34	4	1	7	22	9	5	3	4	1	6	..	2	2	4	37	15	20	28	16	33	27	32	9	6	..	6	..	..	1	..
42—1873–74	..	..	2	3	..	1	63	1	5	3	..	3	9	1	3	3	7	4	3	1	2	..	3	..	1	2	2	37	5	20	15	7	35	24	26	9	6	..	5	..	..	..	..
43—1874–75	..	..	..	4	..	2	43	1	3	3	1	3	10	1	1	5	6	4	3	2	2	1	5	2	..	1	4	24	8	16	9	11	29	38	35	11	5	..	10	..	..	..	1
44—1875–76	1	..	1	3	..	2	6	1	5	5	1	3	8	1	3	6	7	5	6	2	1	1	5	2	..	3	5	7	12	5	7	8	25	33	28	9	10	..	9	..	..	..	1
45—1876–77	1	..	1	3	..	2	4	2	7	2	1	3	6	2	2	18	11	5	7	1	2	..	10	1	..	1	3	2	7	4	6	4	20	17	34	8	12	..	8	..	..	..	..
46—1877–78	1	..	1	3	..	2	5	1	5	2	..	3	6	2	2	9	7	6	9	1	3	2	6	1	..	..	4	2	5	4	3	6	26	17	30	8	12	..	6	..	..	..	..
47—1878–79	1	..	1	3	..	3	3	1	5	2	..	4	7	2	1	15	9	6	7	1	1	5	6	1	..	..	4	2	7	4	4	9	35	21	26	5	18	..	5	..	..	..	..
48—1879–80	1	..	2	4	..	4	4	..	6	2	..	4	6	2	1	10	8	6	9	1	..	5	4	1	2	..	2	2	7	4	7	23	32	36	32	5	18	..	11	..	..	..	..
49—1880–81	1	..	1	4	..	3	4	..	5	2	1	6	2	2	1	12	11	10	9	3	4	7	7	..	4	..	2	13	6	4	15	38	32	58	34	9	23	..	18	..	..	1	1
50—1881–82	2	..	1	5	..	3	4	2	7	3	1	9	8	3	2	9	12	12	14	6	7	7	6	..	24	..	1	20	5	3	24	60	36	63	43	11	25	..	23	..	..	2	3
51—1882–83	1	..	1	4	1	3	4	2	6	2	1	11	7	4	9	11	15	12	12	8	9	7	11	10	37	1	3	22	5	4	25	67	44	67	38	12	27	..	41	..	..	5	3
52—1883–84	1	..	1	4	1	6	5	3	6	2	1	6	10	3	6	16	11	14	19	8	8	7	12	6	40	1	3	22	4	4	22	57	40	60	42	16	32	..	53	..	..	8	4
53—1884–85	1	..	..	5	1	7	7	3	5	1	1	10	12	3	5	18	18	13	22	7	10	8	15	2	44	2	..	23	6	9	28	54	44	65	45	15	25	..	57	..	..	7	6
54—1885–86	1	..	..	5	1	6	9	2	5	1	..	9	11	2	10	16	14	9	27	8	12	8	13	1	34	2	3	19	5	9	31	58	51	58	43	14	27	..	55	..	..	5	9
55—1886–87	2	..	..	5	2	9	9	2	5	3	..	11	8	2	10	12	16	7	25	9	11	6	9	3	13	2	2	20	3	7	48	59	56	57	40	15	34	..	58	..	..	7	6
56—1887–88	1	..	..	10	1	6	10	2	5	2	..	10	12	3	15	15	16	10	23	8	12	9	2	4	12	2	2	25	3	7	52	42	55	59	40	22	37	..	63	..	..	9	7
57—1888–89	2	..	..	10	2	8	11	4	5	2	..	13	10	6	14	14	14	12	21	8	12	9	1	4	15	2	2	23	4	7	53	43	62	61	47	26	44	..	65	..	..	9	6
58—1889–90	1	..	..	10	2	7	9	4	6	2	3	11	11	5	15	15	18	13	23	8	8	9	4	2	16	2	3	22	4	11	52	52	62	56	54	28	47	..	..	30	37	11	6
59—1890–91	2	1	..	15	3	6	14	4	8	2	4	10	13	5	16	20	20	15	29	10	10	9	4	3	18	2	3	24	2	17	63	64	60	55	51	32	63	4	..	33	40	11	10
60—1891–92	2	1	..	17	3	9	13	5	6	3	3	12	14	7	12	24	17	20	30	8	13	12	8	3	24	2	2	25	5	18	77	76	62	63	57	40	64	9	..	31	35	15	7
61—1892–93	2	2	..	15	3	8	14	6	9	4	2	12	27	6	11	20	23	18	34	9	11	10	5	7	23	2	3	28	8	16	68	73	71	71	49	38	55	16	..	37	39	13	11
62—1893–94	2	2	..	19	4	10	13	8	10	3	1	13	26	8	12	20	26	19	34	10	9	9	8	8	26	2	3	26	7	20	75	69	72	56	54	39	66	22	..	32	56	13	10
63—1894–95	4	3	..	19	4	11	12	8	10	3	1	13	20	8	10	16	20	17	37	11	9	12	7	10	32	3	3	27	5	22	79	44	62	47	54	45	76	33	..	31	52	12	12
64—1895–96	2	3	..	25	3	11	20	8	11	5	1	12	20	9	12	18	26	23	50	10	10	10	8	9	30	4	4	23	5	16	78	42	68	49	63	39	73	37	..	30	41	13	10
65—1896–97	2	3	..	26	4	12	17	7	12	5	..	9	26	12	11	20	20	20	50	9	12	10	9	8	31	3	4	27	6	15	58	41	50	50	49	32	66	31	..	32	41	15	13
66—1897–98	2	4	..	25	3	9	19	10	7	6	..	16	28	12	9	18	18	21	42	6	..	12	5	5	25	5	3	26	7	17	55	31	52	59	42	34	67	29	..	31	43	15	11
67—1898–99	1	3	..	23	4	11	22	14	8	5	..	20	27	15	13	18	18	18	42	5	8	14	6	5	27	5	3	32	7	17	46	35	53	57	44	36	63	40	..	34	46	14	15
68—1899–00	1	3	1	23	4	12	28	14	10	4	..	..	43	11	19	23	20	20	52	5	5	15	6	4	29	4	3	28	6	20	50	38	57	66	47	41	65	45	..	42	49	16	16
69—1900–01	1	3	1	24	4	10	20	15	12	5	..	..	37	12	8	23	19	17	45	5	4	16	5	5	29	5	3	30	7	22	53	30	57	70	44	38	87	54	..	35	45	18	14
70—1901–02	1	4	1	22	5	12	27	15	15	4	..	..	37	14	9	19	21	26	47	5	5	12	5	6	37	5	3	25	8	14	54	4	58	72	46	36	105	83	..	38	48	18	20
71—1902–03	1	4	2	24	4	11	26	13	15	4	..	..	42	12	10	20	28	27	49	6	5	10	6	4	31	5	2	24	7	9	48	4	64	57	41	40	120	108	..	32	47	18	21
72—1903–04	2	3	5	30	5	14	29	17	16	4	..	..	49	13	12	18	31	34	52	6	4	17	7	5	29	7	3	7	9	17	42	7	72	57	45	43	111	107	..	31	41	21	26
73—1904–05	2	4	3	29	6	14	30	21	14	4	..	..	45	15	11	18	32	40	53	6	4	18	6	3	39	11	3	26	15	28	30	6	70	50	47	39	146	109	..	32	39	24	32

Composed entirely on the Linotype and printed direct from brass rules and slugs on a cylinder press by the Unity Press of New York.

ROGERS SYSTEM

Linotype Rule and Figure Work

BY this system the appliances for this work are quickly applicable to all existing Linotype machines. The machine produces the ordinary horizontal slugs, having therein, as shown in Fig. 1, slots *a*, to receive the shallow brass rules *A*. The slugs are delivered from the machine with the slots therein, and no sawing, cutting or other treatment is necessary. After the proofs are pulled and corrections made, the rules may be inserted in an instant, and when the form is locked up **the rules are held securely in place.**

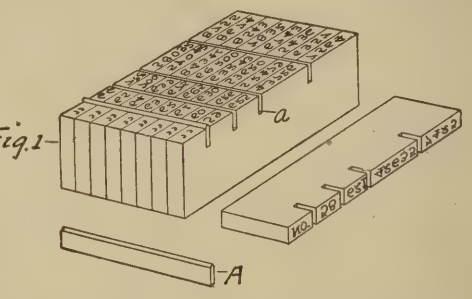


Fig. 1

Rogers table matrices, *B*, are like the ordinary Linotype matrices, except that the figure or letter is in the bottom of a slot, instead of being located in the edge as usual, so that when the matrices are assembled side by side, as shown in Fig. 2, their slots will align and constitute a mold in which to cast the front edge of the slug.

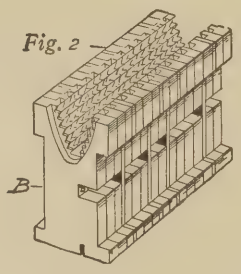
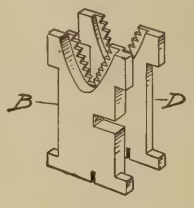


Fig. 2

The mold, *C*, with which the matrices are used, is the ordinary U. A. Mold, except that it is of less height or thickness from front to rear. When the line of matrices is presented against the mold, as shown in Fig. 3, the matrix slot aligns with and forms a continuation of the mold slot, so that the body or base part of the slug is cast in the mold as usual, while the front edge is cast in the matrices. The slots in the slugs are formed by matrices or division plates, *D*, without slots. These plates, of a thickness corresponding to the required rules, are inserted at the proper points in the line between the matrices by means of the finger-keys, as shown in Fig. 2.



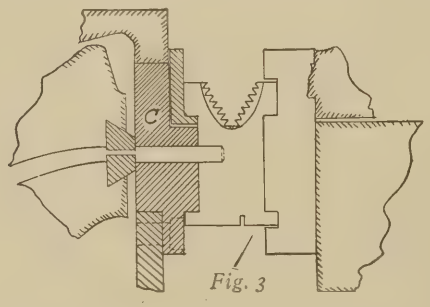


Fig. 3

The matrices are made on the point system. In operating under this system, the operator lays out or casts up his table as usual.

When the slugs are assembled the slots register as shown in Fig. 1, forming a continuous slot or groove, into which the rules may be quickly inserted.

MERGENTHALER LINOTYPE CO.

New York Chicago San Francisco New Orleans

DETROIT HOUSE

KEYSTONE TYPE FOUNDRY

43 LARNED STREET, W.
DETROIT, MICH.

WILL CONSTANTLY HAVE ON HAND
A VERY COMPLETE STOCK OF THE
FAMOUS KEYSTONE NICKEL-ALLOY

TYPE

ALSO BRASS RULES, LEADS AND
SLUGS, ALL-BRASS GALLEYS AND
PRINTERS' SUPPLIES IN GENERAL

THE KEYSTONE TYPE FOUNDRY

PHILADELPHIA, NEW YORK, DETROIT

CHICAGO :: RICHMOND :: ATLANTA :: LONDON

WE HAVE NO OTHER CONNECTIONS

EASTERN AGENTS FOR THE MISSOURI BRASS TYPE FOUNDRY CO., ST. LOUIS, MO.

THIS PAGE SET IN PENN GOTHIC. SEE NEXT PAGE FOR SIZES AND PRICES

PENN GOTHIC SERIES

ON UNIVERSAL TITLE LINE, POINT SET OF CELEBRATED NICKEL-ALLOY METAL

PATENT PENDING

RETURN IN FIVE DAYS TO
H. WILSON MOREHEAD, JR.
JEWELER
METROPOLITAN BUILDING
NEW YORK

PENN
GOTHIC

A USEFUL SERIES OF TYPE MADE IN NINE GOOD SIZES COMPLETE, $13.40

ANDERSON & GARDNER

THE OLD RELIABLE SHOE HOUSE, WHERE THEY KEEP NOTHING BUT BEST QUALITY

WOMENS' MENS' SHOES BOYS' AND GIRLS'

WE MAKE A SPECIALTY OF THE IRONCLAD KNOCKABOUT SHOES FOR STURDY BOYS

No. 39 SOUTH MARKET STREET

BOTH TELEPHONES

MONTHLY STATEMENT

RICHARD H. JOHNS
CLOCKS

HURON BUILDING, DETROIT, MICH.,

M_____

SIZES AND PRICES

6-Point No. 1 — 30 A $1.00

WILLIAM PENN WAS BORN IN LONDON IN THE PARISH OF SAINT CATHERINE ON OCTOBER THE FOURTEENTH, SIXTEEN HUNDRED AND FORTY-FOUR. HAD ONE SISTER

6-Point No. 2 — 22 A $1.00

HIS FATHER WAS VICE-ADMIRAL OF THE NAVY DURING THE REIGN OF THE SECOND CHARLES, WHO CREATED HIM A KNIGHT

6-Point No. 3 — 18 A $1.00

DISPLEASED HIS FATHER WHEN HE ADOPTED THE RELIGION OF QUAKERS WHILE A YOUNG MAN

8-Point — 16 A $1.25

PUBLIC MEN TENDERED RECEPTION BY CITIZENS

10-Point — 14 A $1.40

TRAINED ANIMALS LARGE SIDE SHOW

12-Point — 10 A $1.50

TYPE MADE OF NICKEL-ALLOY

14-Point — 9 A $1.75

GOOD METAL

18-Point — 8 A $2.00

PURCHASE

24-Point — 5 A $2.50

ROUNDS

PRICE, COMPLETE SERIES, $13.40

$ 1234567890

KEYSTONE TYPE FOUNDRY

PHILADELPHIA, NEW YORK, DETROIT

CHICAGO, RICHMOND

EASTERN AGENTS FOR THE MISSOURI BRASS TYPE FOUNDRY COMPANY, SAINT LOUIS, MO.

ATLANTA, LONDON

PRINTED ON NO. 1 PURE WHITE
COATED PAPER, MADE BY
THE CHAMPION COATED PAPER CO.
HAMILTON, OHIO

H. D. BOOK, 40. PERSIAN ORANGE, 620. REGAL PURPLE, 407.

JACQUEMINOT, 636.

The Queen City Printing Ink Co.

Makers of High-Grade

PRINTING INKS

CINCINNATI • CHICAGO • BOSTON • PHILADELPHIA

PRINTED ON No 1 PURE WHITE
COATED PAPER, MADE BY
THE CHAMPION COATED PAPER CO.
HAMILTON, OHIO

American Type Founders Company

A Type Without Hairlines

Century Expanded

Best to Wear Easiest to Read

Sold at Body Type prices in 25 pound fonts and multiples

6 Point

ABSENCE of hairlines is a chief point of merit in Century Expanded. This insures to the buyer good service and long wear from his type, *without extra cost*. He, in turn, gives his readers the very substantial benefit of freedom from eye-weariness. Many other good qualities are strongly apparent in Century Expanded. The counters are deep, the serifs are strong, the design is well proportioned, the metal is hard, and in every character in every font will always be found the expert type founding methods that are embodied in all products of the American Type Founders Company. The face of Century Expanded is very plain and legible, more so than any other body letter.

6 Point Century Expanded 64c lb in 25-lb fonts and multiples

8 Point

CENTURY EXPANDED is the successful body type of the times. It has no hairlines nor any freaky characters. Each letter is plain and clear, making words stand out distinctly. The news story, the book of fact or fiction, the trade message in a booklet, catalogue or newspaper advertisement, will be more easily absorbed by the reader when related in Century Expanded—*the peer of all body letters*, the original and the best by every test.

8 Point Century Expanded 52c lb in 25-lb fonts and multiples

Job Fonts

6 Point	18 A	$ 80	
	12 a	40	
	36 a	80	$2 00
8 Point	16 A	$1 00	
	12 a	50	
	36 a	1 10	$2 60
9 Point	18 A	$1 15	
	12 a	50	
	38 a	1 35	$3 00
10 Point	14 A	$1 10	
	10 a	50	
	28 a	1 25	$2 85
11 Point	12 A	$1 05	
	8 a	40	
	24 a	1 10	$2 55
12 Point	12 A	$1 15	
	8 a	50	
	24 a	1 20	$2 85
14 Point	10 A	$1 25	
	20 a	1 50	$2 75
18 Point	8 A	$1 50	
	14 a	1 50	$3 00
24 Point	6 A	$1 75	
	10 a	1 65	$3 40
30 Point	5 A	$2 10	
	8 a	1 90	$4 00
36 Point	4 A	$2 75	
	7 a	2 50	$5 25

Italic Job Fonts

6 Point	*20 A 40 a*	*$2 00*
8 Point	*18 A 36 a*	*$2 25*
9 Point	*Job Font*	*$2 50*
10 Point	*16 A 32 a*	*$2 50*
11 Point	*16 A 32 a*	*$2 75*
12 Point	*14 A 28 a*	*$2 85*
14 Point	*Job Font*	*$3 00*
18 Point	*Job Font*	*$3 25*
24 Point	*Job Font*	*$3 50*
30 Point	*Job Font*	*$4 25*
36 Point	*Job Font*	*$5 00*

9 Point

ALL PUBLISHERS who buy Century Expanded for body type may be sure their readers will derive far greater pleasure from and maintain greater interest in newspapers printed from this type. The Daily Spokesman Review, Spokane, Wash., writes us that "this series combines all those good points of *a clear-cut legible type*. Our order for several hundred pounds substantially backs this statement."

9 Point Century Expanded 48c lb in 25-lb fonts and multiples

10 Point

"CENTURY EXPANDED was the type selected for body work in the *International Printer* because of its legible and well proportioned qualities, adapting it especially to good magazine work. It is indeed gratifying to us to know that in selecting Century Expanded for this magazine we have met the approbation of its readers."

10 Point Century Expanded 46c lb in 25-lb fonts and multiples

11 Point

CENTURY EXPANDED merits are gladly explained by our salesmen. Substantial orders for this peerless body type usually follow their intelligent efforts. Hairlines omitted. Not fancy or too plain. Face just a shade heavier than ordinary body faces, deep counters, well proportioned grade, no hanging letters, strong, legible, long life and *no extra cost* to the buyer. The Cleveland Plain Dealer says Century Expanded gives excellent satisfaction.

11 Point Century Expanded 44c lb in 25-lb fonts and multiples

12 Point

CENTURY EXPANDED was designed and completed by the American Type Founders Company with two objects paramount: to produce a face strong and graceful in all its lines, thereby giving it character, and at the same time making it mechanically strong so it would wear well. This type face without hairlines will give the buyer *long wear* and good service.

12 Point Century Expanded 42c lb in 25-lb fonts and multiples

14 Point

Many newspaper advertisements call for a plain legible body letter to tell the merchant's story of bargain merit. What more useful type for the purpose than 14 point Century Expanded, the type you are reading now. Better put the series in *your* cases. It has many useful purposes in every newspaper and job office.

14 Point Century Expanded 40c lb in 25-lb fonts and multiples

18 Point

Century Expanded in the office of The Philadelphia Record "has proven very satisfactory in every respect. We find also that *it stands stereotyping well*, as there are no hairlines or hanging letters to break off."

18 Point Century Expanded 40c lb in 25-lb fonts and multiples

These prices are subject to our usual discounts. Special prices on fonts of 500, 1000, 2000, 3000, 4000 or 5000 pounds, ordered at one time

National Printer-Journalist

A Journal for Printing and Allied Trades

Entered at the Chicago Post-office as Second-class Matter.

BENJAMIN B. HERBERT . . . . . Editor

Official Paper of the National Editorial Association.

PUBLISHED MONTHLY BY THE

NATIONAL PRINTER - JOURNALIST COMPANY

OFFICE OF PUBLICATION:

1319 WEST RAVENSWOOD PARK, CHICAGO, ILLINOIS

EASTERN OFFICE:

150 NASSAU STREET, NEW YORK CITY.

WILLIAM E. HERBERT . . . . . Resident Manager, Chicago Office

BENJAMIN S. HERBERT . . . . . Secretary

SUBSCRIPTION RATES:—In the United States, Canada and Mexico, $2.00 per year, in advance; single copies, 20 cents.

Orders for subscriptions will be received by all dealers in printing material in the United States and Canada.

Remittances may be made by draft, money order, or registered letter. Make all remittances free of exchange and payable to the order of the NATIONAL PRINTER-JOURNALIST COMPANY.

FOREIGN SUBSCRIPTIONS:—To Countries within the Postal Union, 10s. 6d.

FOREIGN SUBSCRIPTION AGENTS:—International News Company, Breams Buildings, Chancery Lane, London, E. C.; F. O. Strong, 111 Fleet Street, London, E. C., G. G. Turri & Co., Melbourne, Australia; The India Printers' Agency, 249 Mint St., Madras, India; Successful Advertising Co., Bangalore, India; John Dickinson & Co., Ltd., Cape Town, South Africa.

ADVERTISING RATES PROMPTLY FURNISHED UPON APPLICATION

The NATIONAL PRINTER-JOURNALIST is unequalled as an advertising medium in its field. No attention paid to postal card requests. Information cheerfully furnished to all patrons.

Subscribers and patrons will confer a favor on the National Printer-Journalist Company by sending in the names of responsible newsdealers who do not keep the monthly on sale regularly.

Manuscript sent in for publication must be accompanied by a letter of explanation and return postage.

CHICAGO, AUGUST, 1905

We hope that the readers of the NATIONAL PRINTER-JOURNALIST have carefully studied the able papers that were published in the July issue. Taken in their entirety, they amounted to a complete course in practical journalism. As we have been assured by those who have observed and know, there never before were so many able papers presented before any one convention of either editors, publishers or printers in the United States. What is still more gratifying to us, is that we are able, again, this month to keep up to the high standard, in the practical value and ability of articles, that was set in our convention number. The court decisions cited this month by Mr. Butler will be found of more than ordinary value and interest. In the deparments of "More Work Through Publicity" and "Newspaper Review," to our way of thinking, Messrs. Woodworth and Copper have kept up the highest standard in their work which has ever received commendation. They teach by examples, comments and illustrations, the most effective method, and we do not believe that there is a month in which either of these departments is not worth more than the subscription price for a year to any live editor, publisher, or printer, either employing or journeyman. We have tried in our "Editorial Notes and Points" and in our talk on "Gumption in Dull Times," to be more than usually practical. "The Question Box" has some very valuable questions and answers and we hope that the readers of the NATIONAL PRINTER-JOURNALIST will help to make this department more serviceable by sending in questions. Like our other departments it can only reach the highest practical usefulness through the coöperation of live workers who seek improvement and are willing to help others that they may be helped. Our "Among the Associations," as well as the articles presented, is above the average in interest and value. We can not give accounts of all association meetings but could give many more with the aid of members and officers. If some member of every association would display the zeal and kindly spirit shown by Mr. John P. Herrick, this month, in his account of the exceedingly delightful meeting of the New York Press Association, all associations and their members would be greatly benefited and pleased and the editor's heart would be made glad. It pays an association in the interest awakened, to have its conventions fully represented in a journal that goes to its members and then also to editors all over the United States. We are always glad to get photographs of officers and prominent members to use in connection with these accounts, that, instructively presented, help other associations in their methods and work as well as the individual editors and publishers. We have given up eighteen years of our life to the work of helping editors, printers and publishers through this paper and are eighteen thousand dollars poorer than when we begun. We have no complaints or regrets. We have had a glorious time, made many friends and enjoyed our work, because, if we can believe the testimony of hundreds, we have been able to do some little good through our constant exertions. We do not count our life a failure to ourself. It has been filled with the joy of work that has met with kind acknowledgment but we do think that we have earned the right to ask the considerate coöperation of friends in this work, that is for their mutual benefit. Come friends, do not say that the editor is neglecting you, but afford the opportunity of greater service. Send in your work, tell of your difficulties, and triumphs, ask questions, send in accounts of your meetings—often copies of the papers published where conventions are held will be sufficient for the latter, though specially written accounts are better. Let us exchange knowledge and light. There are no more powerful agencies to right the wrongs of our Nation and to build for all that means prosperity, virtue, true liberty with all rights protected and all injustice and evil doing restrained and minimized, than the newspaper press and the printing office.

"He who ruleth his own spirit is greater than he who taketh a city," or than he who accumulates a billion dollars of wealth. One can never worthily rule or direct a newspaper or printing office, unless he first learns to rule himself. The whole force will, to a greater or less degree, take character or license from the control or lack of self-control in the head of the establishment. Self-restraint or equipoise is the letter "A" in the alphabet of success in management.

Next to equipoise comes wise firmness which is the first fruits of self-control. It takes a steady hand to guide any enterprise as much as to guide the course of a vessel in a storm or a warship amidst the roar of canon and the bursting of shells in close action at sea. In these strenuous times, the battle is always on in the newspaper and printing business and, thanks to a depraved and spurious Unionism, there is, too frequently, the danger of indifference, neglect of duty,

shirking and conspiracy if not of open mutiny, strikes, boycotts and violence among the men.

This is an age of freedom of thought and of independence of character, and men are restive under restraint so that there must be reasonableness in management, that is evident to all who have the power of thinking connectedly as to the business and its demands, to all who possess any principles of intelligent loyalty and conscientious honesty.

The reason is not always discernible and mind it and the conscience must be quickened by sympathy. There must be mutual confidence and the greatest possible harmony between the employer and the employes. As a writer in the *British Printer* states the case: "If the bond of sympathy does not exist, there is bound to be a leakage somewhere."

As necessary to any sympathy there must be knowledge which commands respect and is in itself power. An incompetent manager or foreman, how-so-ever skilful in his deceptions by which he is able to hold his position, will not long command the sympathy, respect or coöperation of the men under him.

We have heretofore and elsewhere spoken of tact, but it finds appropriate place here, in these paragraphs on the essentials of successful management which should be especially looked after during these August days, if results are expected during the approaching busy season. Henry Clay, the great American Premier and orator, who had all-controlling-eloquence and wonderful talents but evidently lacked in the one winning, controlling element of tact, once portrayed that in which he doubtless felt his own deficiency in the following inspiring terms: "Talent is something, but tact is everything. Talent is power—tact is skill. Talent is weight—tact is momentum. Talent knows what to do—tact knows how to do. Tact is the talent of talents, the availableness of resources, the applicability of power, the eye of discrimination, the right hand of intellect."

A management possessing these qualifications, is bound to succeed so far as internal management of the mechanical department is concerned.

It is the object of the newspaper to please and it must, therefore, keep pleasant; to inform and hence it must use every means to secure every item of importance within its field that will be wanted by its readers; to boost, and hence, it must, at all times and on all occasions, be a booster, an inspirer, an optimist and never a grouch or a pessimist It must ever be all good things to all good men, that it may win a multitude for their good and for the good of the business. It must get on the most intimate terms possible with all the people of the community served. Neglect no merchant, manufacturer or individual because too small or insignificant. It is business wisdom to help build up the struggling ones, for their success brings in the end, the best, the most profitable and most enduring customers and friends. Friends of the right kind are just as valuable to a newspaper as to a lawyer or to a physician. They help to the newspaper's popularity and prestige and bring or send in business. Hence, be friendly, considerate, polite, ever giving thanks for favors and expressing appreciation and gratitude for business and for kind words or honest commendation. If there be anything more in newspaper philosophy, it is this, be alive never say die and if business does not come, go out and compel business by well-matured plans and hard work, Mr. Copper suggests in the "Newspaper Criticism Department" this month some of the ways in which a persistent young newspaper man with the kind of newspaper we have described accomplished this. Go thou and do likewise. Much that we have said with regard to the newspaper, applies with equal force to the job printing office.

Another thing in dull times, is to look after all possible improvements in the working conditions of the office both as to convenience and as to the comfort and health of the employes. Health is one of the first items in the science of accomplishment, and of business success, next, and contributory to healthfulness, are conveniences for efficient work, a supply of an abundance of the best material, good light, perfect ventilation, sanitation and proper temperature and all other comforts.

As to the philosophy of successful newspaper making there may be many theories, but there are certain basic principles that apply everywhere. If these are understood and kept constantly in mind, efficient methods will develop therefrom, adapted to the occasions as they arise; however beneficial may be the study of the approved and successful method of others. We have frequently referred to the old and wise teaching as especially applicable to the newspaper:

"He who would be greatest of all must be the servant of all." The faithful servant is ever worthy of his hire and if his services bring returns the right of reward will be recognized and payment cheerfully made. Never imagine that position entitles any one to reward. It would be like a minister claiming pay simply because he is a minister, though he is neither helping, instructing, encouraging, uplifting, counseling, consoling or making better, wiser or happier, in any way, his church as a whole or one single member thereof. Services, not positions, win pay. Remember that the newspaper is ever to be the faithful servant of the whole community, City or State and of every subscriber and advertiser therein. The newspaper must make good, must render valuable services if any reward or support is to be honestly expected. The greater, the more valuable and the more evident the service, the greater the reward, and the more certain the well-founded assurance of permanent employment or support. It is perfectly right as well as business wisdom for a newspaper to make known its services and their value, being first sure that a real and superior value exists that will stand exploiting. The newspaper is its own best advertisement. The paper must be constantly on the alert for new ways of securing its constituency and for enlarging the number of its supporters. Stagnation means death.

(Continued from page 568.)

abundance of fine material at hand, a far more artistic cover design ought to have resulted. We are rather disappointed in that. From a copy of the regular edition of the *Clipper* which accompained this special, we select an ad for reproduction (No. 11) which demonstrates well the talent of its maker. However, a centering of the word "Wall" over the word "Paper," would be better, especially in connection with this particular border design. We are always pleased to hear the second time from our contributors—yes even to the third and fourth times. Hope Mr. Reed will write again.

Another very creditable product is the third Special Illustrated Souvenir of the *Daily Index*, of Mineral Wells, Texas, consisting of a 9½ x 12 inch booklet, printed in blue on good white enameled stock and bound in handsome buff covers, with an ornate cover design in two printings—blue and red—the outside border in dark blue, inside border red, with the type in dark blue over a jaunty tint block of vermilion or red lake. Here's what the editor says about it:

O. Byron Copper, De Soto, Wis.

DEAR SIR:—Under separate cover we send your a copy of a special souvenir edition of the *Daily Index* for criticism in the NATIONAL PRINTER-JOURNALIST. Mineral Wells is a town of some 3,000 inhabitants, a health resort of prominence. The edition was printed on a Gally Universal, 13x19 platen press.

Fraternally yours, INDEX PRINTING CO.,
Per Newton.

P. S.—The writer learned his trade in the Des Moines *Leader* in '79; and worked for Philo C. Kenyon's job office.

Monday, June 5, 1905.

From the brief survey which we have been able to bestow upon the contents of this special souvenir edition, we learn that it deals exclusively with the city of Mineral Wells, its natural advantages, business interests and enterprising people, all of which there seems to have been an abundance as material for the editor's brain and pen. And, if we are any judge, the editor of this edition hasn't done a bad job of it by any means, couching his descriptive articles and biographical comment in a witty, free and easy, fluent style that is sure to please and interest. Two ten-inch, twenty-two-em columns constitute a page, and every one of the twenty-eight of these are neatly made up, all being elaborately dotted with half-tones of various subjects. The presswork was executed by a man of "some thirty-five or forty years' experience in making ready," therefore each page is given that correct impression in which even every hair-line stands out distinctly, without any embossing noticeable on the opposite side of the sheet, and every cut showing, up with the fullness and roundness of a photograph. But we're unable to see how such an elaborate effort could be made to pay with no more advertising support than that contained within the two inside cover pages—unless each firm contributed liberally for the lavish writeups which make up the body of the booklet.

Frank L. Winn, of Mayville, N. D., whose likeness accompanies these remarks, and who, it will be remembered, won first place in our third ad-setting contest, favors us this month with a collection of ads of his composition, two of which (Nos. 12 and 13) we are showing, while the others are held in abeyance for possible future comment. Mr. Winn says, in submitting these specimens:

"Have to keep on the right track, you know, and that is the way—by having your work criticised, that you may not make the same errors again. Also permit me, at this late date to thank you and the N. P-J. for the beautiful 'Certificate of Excellence,' duly received."

The specimens which Mr. Winn sends are all fine press proofs, and the first exhibit shown (No. 12), is doubtless one of the most perfect ad specimens ever reproduced in this department. Note its dignity and clean simplicity. The second (No. 13) while equally simple and artistic, yet shows a bad defect in the hyphen after "Mason," which throws the "mass" out of the center, destroys the sought pyramid effect and

It is Time you thought about a
Spring Suit
We Have Them in the Latest Styles, Quotations in Colors, Cut and Fit. See us before you buy. We've got what you want. A big stock in assortment, the best at bottom prices.
Grinager-Springen
Clothiers

No 12.

No. 13

lends an unmistakeable "wapper-jawed" aspect. This hyphen should have been left off entirely and the line given probably two more points of space between letters to eke out the desired effect. The inverted Jensen ornament is hardly perfect, either, as it also adds to the one-sided appearance alluded to above. Still these are but technicalities we are

FRANK L. WINN.

grumbling about. But coming as this example does, from so fine an artist as Compositor Winn has proved himself to be, we feel as though we have a right to complain about such little things; whereas, had the ad emanated from a less deft hand we might have felt obliged to pass lightly over these defects and pronounce the specimen that which it really is—a very handsome piece of work.

Mr. O. Byron Copper, De Soto, Wis.

MY DEAR FRIEND:—Under separate cover you will find a copy of the "Blue Jay" a college annual gotten out here by the students of Westminster College, and if you remember correctly the book that I promised to send to you some two or three months ago. You see the fact of the matter is, the book is two months late coming out on account of not getting the cuts until a few days ago. I printed the ad pages some two months ago and every few weeks we would get a new batch of cuts from the house, some would be for the back of the book

and some would be for the front of it. I concluded that if I was going to get the book out I would have to start printing wherever I could and I began somewhere in the middle. At first the students thought they would not have any page numbers and then it was decided that we would have them, so you see how I was fixed. The cuts finally came and I had the book printed in ten days and ready for the bindery, making an average of printing twelve pages a day. Some days I printed as high as 18 and 20 pages a day, and it is a great wonder that the book is not offset all the way through.

Of course, the criticism of books is not in your line, I know, but I thought that if you could see any ads in there that looked good to you or any that looked rotten, I would be glad to have your opinion on same and then again, as I told your Mr. Fitzgerald, that the NATIONAL PRINTER-JOURNALIST had always been so good to me heretofore, I thought that I would send all the department editors a book to show my appreciation for what the paper has done for me, a country printer.

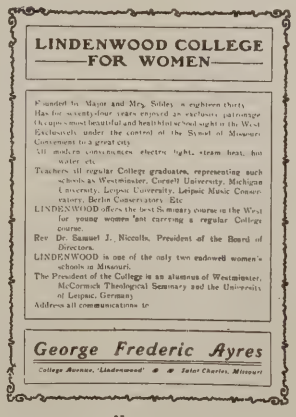
Thanking you in advance for anything that you can say about this book, and assuring you that the management of the Sun Printing Company is very appreciative for what you have said about them in the past and that they, as well as myself, are great friend of your paper, I remain,

Yours truly, B. RAY FRANKLIN.

While, as Mr. Franklin suggests in the foregoing letter, the criticism of books is hardly in our line, yet we, American like, are "awfully" glad he did not fail to send the promised "Blue Jay," for it is a very handsome book, and that "better half" of ours, which somehow or other is always getting mixed up irrelevantly with this department of newspaper criticisms (but no wonder, because she's always hanging over our shoulder as we write) was awfully glad, too; because she was a school-ma'am prior to her annexation, and retains an abnormal relish for anything that pertains to educational

William Woods College
for Girls, Fulton, Missouri
Offers excellent advantages in Literature, Science, Mathematics, Voice Culture, Instrumental Music, Language, Expression, Shorthand, Typewriting and Bookkeeping.
Enrollment for current year 195
Boarders 149
A splendid school for your daughters
Rates Reasonable
For Catalogue Apply to
J. B. JONES, President, Fulton, Mo.

No. 14.



No. 15.

work. Although the book arrives rather late, as we were on the point of closing this budget of reviews, therefore, we have not been able to give it the critical scrutiny which it deserves, but in the hasty examination accorded it, we conclude that as a hurry up job, Mr. Franklin has done exceedingly well. The typographical styles we consider in the main, neat and tasteful, and the ads in the back of the books are nearly all fine examples of plain, handsome composition. It takes a superbundance of nerve, our two contemporaries will no doubt concede, to slash into a handsome volume like this; but in order that we might share a little of the pleasure of our gift with our readers, we have overcome our scrupulosity in this respect, and are therefore showing two of the "Blue Jay's" handsome ad pages herewith—Nos. 14 and 15. They are both above adverse criticism, although the first of the two is lacking somewhat in that dignified simplicity which so strongly characterizes the second, being a trifle overdone with rules and panels and ornaments.

AUGUST INSTALLMENT.

Those readers of this magazine who for any length of time have been close students of both this department and that by Brother Woodworth, "More Work Through Publicity," must certainly have noticed the similarity between the two, that is, in this way, that what Brother Woodworth says one month we may say the very next, or vice versa. To suggest plagiarism would be an insult to both of us, and the only agreeable way in which to account for this analogy between these two departments is that some minds "run in the same channels." We are sure that we do not try to pattern after Brother Woodworth, and we are equally sure that he does not try to pattern after us, nevertheless, we have noticed that when we were intending to spring something in these columns, or when we had written something and mailed it to headquarters, that would be the very first thing that we would read in Mr Woodworth's instalment preceding, which it were impossible for us to have copied, since its receipt by us occurred after our MS. was written and mailed. This month, as is unusual, we have received a copy of the July PRINTER-JOURNALIST, ere we begin to write for the August issue, and therein we are surprised (and yet we are not surprised) to read Brother Woodworth's "preface," in which was voiced exactly the thoughts which we had stored as an introductory topic this month, for never before since we began to scribble these "Newspaper Criticisms," have we received in a single month's time so many specimens from new contributors, as well as many from old friends, and since much of last month's regular instalment was held in abeyance for use this month, we may, therefore, be unable to fully consider everything on hand up to date, but under the circumstances, we feel that we will be forgiven for any omissions.

We must begin by acknowledging the receipt of several beautiful pieces of printed matter, including the American Type Founders' Chap Book, their specimen book of American Extra Condensed and Compact Series, and "The Green Book of Spring," the latter being an especially pretty and useful thing. A copy of *Sagebrush Philosophy,* that comical, yet philosophical, little magazine by "Bill Barlow," published at Douglas, Wyo., by M. C. and Minnie F. Barrow, must not be forgotten; and no less appreciated is the copies of *Briarcliff Outlook,* published each mid-month at Briarcliff Manor, N. Y., "for the promotion of country life," with Arthur W. Emerson as editor and J. C. Wilcox as business manager. The *Outlook* is a handsome product and contains several choice literary gems. The printing is something exquisite.

GAYLORD, MINN., June 10, 1905.

O. Byron Copper, De Soto, Wis.

DEAR SIR:—I have sent you under separate cover copies of the Gaylord *Hub* and Arlington *Enterprise* of the first two weeks in June and if you deem them worthy of a little shaking up, you may do so. As a reader of the NATIONAL PRINTER-JOURNALIST I take great interest in your criticism of publications which appear therein. Am at present editing and managing both of these papers. I am,

Yours truly, CHAS. WALLIN.

That's invariably the case, the publisher whose paper does not need "shaking up," is just the man to invite the critic to "wade in." But maybe it were that spirit that originally put them in a position where they do not fear criticism, or, having profited by such things before, they naturally desire more of it. Both of these two publications, the *Hub* and the *Enterprise,* are quite creditable newspapers. Both are six-column quartos on ready-prints, chock full of good, pure reading matter, and legibly impressed. The Gaylord *Hub* strikes as being a trifle the better publication, especially as regards layout and typography. The makeup on an average is fair, even commendable, but the practice of opening each column on the initial page with a display head is, as we have

often said before, erroneous—only every other column should be so begun, while the alternate columns should commence with a broken article, or, with a more modestly headed article. As intimated, the advertisement composition in this sheet is worthy of some praise, especially in point of its refined abundance of conservative white space. In both publications, but more especially in the Arlington *Enterprise,* the headings appear in a considerably too prominent face, and the stair-step style we consider unsightly, particularly where so much space intervenes between the two lines. Able editorial departments are maintained in both sheets, and all of Editor Wallin's work is highly commendable, both from a literary and news' standpoint. A man who is performing the editorial work on two such publications as these certainly has his hands full, and we do not hesitate to congratulate Mr. Wallin upon his success. He is a new contributor, but we trust we shall hear from him often in the future.

Uniontown, Kans., June 10, 1905.

O. Byron Copper, De Soto, Wis.

Dear Sir:—I send you under separate cover a copy of the Uniontown *News,* which I wish you would look over and report on at your earliest convenience. I print the paper on a 10x15 Gordon jobber. This town has a population of 300, and I have a circulation of 450.

Very truly, Shannon Jones.

Lindsay, Neb., June 10, 1905.

Well, believe us, Mr. Jones, this is our earliest opportunity to comply with your request, and we assure you that it is a real pleasure to do so. The Uniontown *News* is a four-column quarto, with four pages patent—a regular "play" paper—in the forepart of its third year. There is not a displayed ad on the front page (now, what do you fellows say, who are running six- and seven-column quartos and yet set up the hue and cry that you haven't sufficient space to keep the first page clear of displayed advertising matter?) which is commendable; and the makeup generally is creditable. We would not pronounce the line of display type in use on this little sheet as first-class, nor say that it has been judiciously used, yet in the main the ads have a neat appearance, and are usually correct in their arrangement of the larger ones at the bottom and the smaller ones at the top of the columns. The impression on the locally-printed pages has a perfectly even aspect but is all a trifle weak. As to contents, condensed within this little sheet is almost as much news as many a larger weekly gives its readers, although it seems to us that the amount of local and personal mention is detrimentally small. If we were engaged in the publication of such a miniature sheet, we believe we would present most of our news in the common unheaded local form, since in this way the greatest economy of space would be possible. And now don't offer as an excuse for this lack of local news, the meager population of your town, Mr. Jones, for we tell you that a right wide-awake news-monger can go into a town of only three hundred population and scare up enough locals to fill at least three, and possibly four, pages of the Uniontown *News!*

O. Byron Copper, De Soto, Wis.

Dear Sir:—I don't expect any compliments on the copy of the *Opinion* I am sending you under separate cover. We have just one border in the shop, which you will note is used on the largest ad. Then we have some "linotypes" and some brass rule, and two series of display type. We print two pages on a Washington, and I rather think we are justified in violating your rule of "no ads on first page." I'm the "whole smear"—do all the composition myself, and should appreciate your verdict on my efforts. I admit that I don't give a great deal of thought to ad composition, but have a bad habit of "slapping 'em up." I am seriously contemplating a reform along this line. I never read your department in the N. P.-J. but that I get excited.

Three hundred people in this town.

Fraternally yours, A. M. Church.

Kimball, S. D., June 26, 1905.

Now, here is a modest editor! For, considering the difficulties under which the Lindsay *Opinion* is gotten out, it is in our opinion, quite deserving of some compliments. In the first place the *Opinion* is a fine specimen of that kind of Washington hand press product we hear the old-timers tell about—the impression for clearness and nicety verily surpassing that of much of the product of more modern printing machines. We note that the scarcity of borders is quite a drawback; nevertheless, Mr. Church has grappled with the difficulty in a most masterful manner, and despite the fact of his above confession of giving his ad work but little thought, the displayed composition presents a very creditable appearance, as we prove by reproducing herewith "the biggest ad" (No. 1) because it is it that has the "only border"

LINDSAY
PRICES
Groceries:
280 pounds of Salt.....$1 60
Five pounds of Japan Rice..... 25
1 lb of any Baking Powder with any picture 25
Five-pound package of Oatmeal..... 18
Three pounds fancy Peaberry Coffee..... 50
½-pound Uncolored Japan Tea..... 25
Three pounds Fancy Raisins..... 25
Half-pound of Ground Pepper..... 15
Fancy Syrup, per gallon..... 35
Fancy Oranges, per dozen..... 25
8 bars of any Soap..... 25
Four cans of Corn..... 25
Three cans of Tomatoes..... 25
Red Salmon, per pound..... 15
Two packages Yeast Foam..... 05
We have a complete line of Ladies' and Men's Shoes.
Finest Qualities--Lowest Prices.
A Fine new line of Umbrellas just received.
Dry goods:
100 Ladies' Underskirts at.....90c
One lot of men's 35c Fancy Hose..... 15c
Skirt Lining, per yard..... 4c
Ten-cent Linen Toweling..... 7c
Mercerized Linen, fancy colors, 25c quality 12½
All 6c, 7c and 8c Calico..... 5c
Yard-wide Percale..... 10c
50c Illusion Canvas Dress Goods..... 35c
12½c and 15c Dress Linen.....6c and 10c
Yard-wide Manchester Dress Cambric.... 12½
Crochet Cotton, per spool of 200 yards.. 2c
Straw Hats
One lot of Men's 65c, 75c and $1 Straw Hats at 35 cents.
Dress Linens:
15c linen-color Dress Linen..... 10c
10c " " Dress Linen..... 6c
GREVE & JOHNSON

No. 1.

in the shop around it. We are quite sure Editor Church would not desire to see any of the "linotype" creations shown here—but we are willing to stake our reputation as a fair judge of such things in the statement that there are some handsome pieces of typography among these, too, especially that ad of "Schmadeke & Boe," and that of the "Lindsay State Bank." The fact that Mr. Church has approximately eight columns of displayed advertisements, and only two seven-columned pages in which to distribute them, compels us in this instance to forgive the appearance of displayed matter on the initial page. While the pointers anent the lack of locals, meted out in the foregoing criticism might profitably be repeated here for this editor's special benefit, yet we cannot omit giving Mr. Church's editorial efforts the praise which it so richly merits. The style thereof is so genial, witty, light and airy that the reader must indeed be a hard-hearted cuss who is not charmed by it! We forgot, while speaking of the ads, to add that great variety of series, nor great variety of borders, is not necessary to good display; and that it takes a "cracker-jack" founders' border to sur-

pass plain brass rule in excellence in newspaper advertisement composition. Now, don't get excited any more, Brother Church, but get just as enthusiastic as you please.

O. Byron Copper, De Soto, Wis.

I am sending you under marked wrapper copy of last issue of the *Graphic,* not for criticism, but as a "matter of good faith," believing that you enjoy looking over neatly printed newspapers, on general principles. When we get to it, am going to do away with ads on first page and put in a full series of handsome head letters, and run double deck heads on first page. I enjoy reading your criticisms and agree with them right along, but we can't all come to *our own* ideal in hardly anything. Fraternally yours,

C. R. TINANN.

Publisher Tinan is right. First, he is right in his supposition that we enjoy looking over such "neatly-printed newspapers" as the Kimball *Graphic* proves to be. Secondly, he is right in that none of us are able at all times to attain to our ideals; but it is good to maintain high ideals, just the same, for the degree in which such maintenance helps us in great achievements cannot be accurately estimated. However, we know for a certainty that in just the degree that a man's ideals are preëminent, likewise are his achievements eminent. And lastly Mr. Tinan is right in apprising us of the fact that he agrees with us in all of our high ideals as applied to newspaper-making, for such demonstrations of approval encourages one in the maintenance of embraced ideals. The Kimball *Graphic* was, we believe, but recently reviewed in these columns, hence, a rehearsal thereof would be superfluous at this time. But we cannot refrain from mentioning the excellence of the contents, and the excellence of the editorial work on this paper. Mr. Tinan has a literary style that makes his "locals" interesting to anyone—that makes them real literature, in fact—some of his wedding notices sounding exactly like the winding up of a high-class novel.

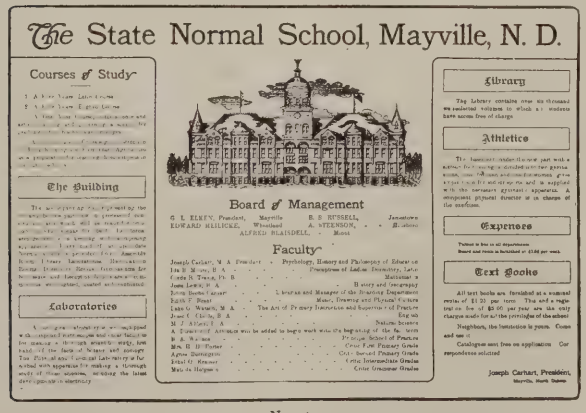
MAYVILLE, N. D., July 8, 1905.

O. Byron Copper, De Soto, Wis.

DEAR SIR:—Under separate cover I mail you a copy of the *Tribune,* containing a lot of ads, concerning which I would like to have you pick out the faults and mention the merits—if any. These ads are fairly illustrative of what we do here in that line. The edition of fourteen pages, 1,600 copies, was gotten out by two men in a couple of weeks, aside from the regular issue; so you see the ads are probably not representative of the best we can do, had we plenty of time. If not asking too much, would like to have you show what you consider a couple of the best—that is one of the things, on occasion, publishers take the JOURNALIST for, I presume. Respectfully,

D. LARIN.

Dear Mr. Larin, didn't you know that one couldn't ask


The State Normal School, Mayville, N. D.

Courses of Study

The Building

Laboratories

Board of Management

Faculty

Library

Athletics

Expenses

Text Books

Joseph Carhart, President, Mayville, North Dakota

No. 2.

too much of a newspaper critic? That's what we're here for—to instruct you and to please you, if we can. Since our contributor has specially requested that our attention be given particularly to the ads in the publication submitted, therefore, it shall be as he desires, but that the reader may not be entirely in the dark, permit us first to remark briefly upon the whole. The sheet before us is a copy of the "Woman's Edition" of the Mayville *Tribune,* a six-column, fourteen-page product, containing over ten pages of advertisements, besides an abundance of special articles, handsomely illustrated with fine half-tone engravings. The contents, so far as we have observed, are exceptionally good. The ads are principally in half- and quarter-page spaces, and, as a rule, are fair specimens of every-day "rush" composition. The

Mayville Steam Laundry

Does Work Promptly and Artistically

Patronize a home Institution and Get Your Work when Wanted

Miesel & Sterchi
PROPRIETORS

No. 3.

first full-page ad on the initial page was a difficult piece of composition to treat, especially in a country office, because of the fact of the innumerable number of display lines, judicious distribution thereof; the display is correct and the "balance" almost perfect. Of course, we find one or two trivial defects, namely: "Course of Study," it seems to us, should have been set in text and surrounded by the one-point rule, uniform with the other heads in these two side which has necessitated the use of too many different series of type to produce a really artistic effect. The design and arrangement, however, is serviceable and all right. To comment upon all of the ads in this special "Woman's Edition" separately in this month's instalment is hardly possible, hence we take the liberty of passing on to the matter of choosing those which, in our opinion, are the two best ad specimens in this special edition. The selection of the best ad in this paper is not a difficult task, that of the Mayville State Normal School being head and shoulders above any other specimen in the sheet (No. 2); but when it comes to deciding upon a second best, we find ourselves confronted with something more of a problem—it being practically a "toss up" with us between several of the ads; but finally we have determined upon the one shown (No. 3). Now then, our reasons for having selected No. 2 as the best ad-specimen in this copy of the *Tribune* are, briefly, because of its conspicuous beauty of design, abundance of white space and columns; the name, "Joseph Carhart, President," should have been centered, with "Mayville, North Dakota" centered beneath it, and the fact that the "Expense" head occupied a narrower panel than all the others is a defect—it looks to us that there had been plenty of room to have made this uniform with the other heads. While specimen No. 3 is less defective than No. 2, yet we have given the latter the preference because it is a much more difficult piece of composition, having occupied a half-page space, and contains an abundance of matter all of which has been admirably adapted to the space. The former, No. 3, is a very handsome specimen—plain, dignified and beautiful. The use of the one pretty series exclusively, lends to this piece of work an aspect of perfection which it is difficult to excel. The design, too, is really artistic, and the spacing and leading indicate a careful and skilful touch.

GRAVETTE, ARK., June 19, 1905.

O. Byron Copper, De Soto, Wis.

DEAR SIR:—Enclosed please find copy of paper with ads marked thus (X) which I would be pleased to have you criticise at your earliest convenience in the NATIONAL PRINTER-JOURNALIST.

Yours truly,

With the *News.* FRED F. FLATT.

We are very sorry to say, Mr. Flatt, that the ads in this copy of the *News* marked "X" are not any better than those unmarked, and that none of the ads in this publication are up to very high standards of composition. The great fault with these ads marked "X" is that the matter in them has been too much crowded by setting the displayed lines in too large faces, and likewise the body matter is invariably too large. This, of course, leaves insufficient white space. To be sure, two of the ads which have been marked for criticism, namely, those of "Lewis, the Photographer," and The Kansas City *World*," contain entirely too great an amount of matter, but even these might have been greatly improved by setting the body in smaller type. But in the "Harry Allsman" specimen was an opportunity for perfect "whiting out," and a much

Free Stamps to Start books During this sale
The Batterson Stores
"RIGHT AT THE SWITCH."
Read our large Ads on other pages of this paper
Wednesday, June 14th, begins our record breaking
Summer Supply Sale
of Furniture, House Furnishings, Crockery, etc.
China and Glasware
Tools for Outdoor Sports
Summer pleasure brought within reach.
Lawn Goods
Dinner Sets Reduced
48c for Enameled Ware
Worth 75c and $1.00.
48c Each
Hammocks
Superior Jewel Gasoline Stoves
Buck's Superior Steel Ranges
Porch and Lawn Furniture.

No. 4.

more artistic effect than that secured; a suggestion of which may be realized by referring to exhibit No. 3, as shown herewith. The "Kansas City Daily *World*" ad is doubtless the most praiseworthy specimen, although in this, while the body matter has not been set in too large a face, perhaps, yet the lines are spread too far apart, rendering the display a trifle weak. The underscores in the first three displayed lines could just as well have been omitted and the body set solid, which would, as intimated, have allowed better opportunity for proper whiting out, which is absolutely necessary to good, strong display.

MUSCATINE, IA., June 19, 1905.

O. Byron Copper, De Soto, Wis.

DEAR SIR:—By separate wrapper I have mailed you today a copy of the Muscatine *Journal*, containing four five-column ads for the Batterson Stores here, which I set about a week ago, and upon which I would like to have you cast your judgment in the NATIONAL PRINTER-JOURNALIST, of which I am a subscriber. Incidentally, I might state that the type used in the ads belongs to the customer, and that the whole selection consists of Jenson 12 pt., 18 pt. and 24 pt., and Roycroft from 12 pt. to 72 pt. Thanking you in advance for the favor, I am,

Very truly yours,

H. MAHRAUN.

This contributor, who like so many this month, is a new one, deserves high compliments upon the excellence of these ads of the Batterson Stores to which he calls our attention. From the company's types as listed in the above letter, the reader can easily imagine, we dare say, that these ads were good, but to prove it we will reproduce one of them considerably reduced (No. 4). We do not claim for these ads anything as to great originality of design or fancy fol-de-rol time-killing effects, but they are just good, serviceable and technically fine examples of ad-composition, which it were well for newspaper ad-men to duplicate. All of the quartette are about equal as to merit, therefore, the one we are showing has been selected at random. The only striking defect which our necessarily hurried examination has revealed is the bad spacing in the line "of Furniture, House Furnishings, Crockery, etc." Come again, Brother Mahraun.

The following earnest appeal from "Amateuria" can hardly be resisted:

FENNIMORE, WIS., June 20, 1905.

O. Byron Copper, De Soto, Wis.

DEAR SIR:—Am sending you a copy of the *Amateur Printer*, organ of the Mutual Association of Amateur Printers, under separate cover. Any notice you may be able to give same in NATIONAL PRINTER-JOURNALIST will be greatly appreciated.

Very truly,

LOUIS G. BRECHLER.

It is a pleasure that we are able to conscientiously preface our remarks with the statement that this official organ of the "Maap" represents as finely an impressed sheet as ever found its way to our mail box. The compliment all goes to the official editor, we presume, whose product, the *Amateur Printer* is, we take it. It is all the way through a very handsome little printed thing, excellent in all departments—make-up, typographical styles, impression and editorial. We would advise, however, the omission of periods in head lines, both as regards the title proper, and the author's name. Punctuation here, as we have oft said before, is neither useful nor ornamental. With reference to the cover page, however, we note the identical error cited in our last review of another amateur sheet, *The Missionary Enterprise*, and that is the inappropriate employment of that tiny turkey gobbler cut as an ornament on the cover of a magazine dated "June, 1905." Keep this in abeyance for use on your Thanksgiving number.

NECHE, N. D., July 8, 1905.

O. Byron Copper, De Soto, Wis.

DEAR MR. COPPER:—Enclosed are a few ad specimens clipped from issues of *The Chronotype* of the last few months, and I hereby submit them to your tender mercies for criticism in your ever-interesting and instructive department of the NATIONAL PRINTER-JOURNALIST. I thank you most heartily for what you have said of my work in the past, whether favorable or otherwise, and here's hoping that the power behind your pencil may never grow less.

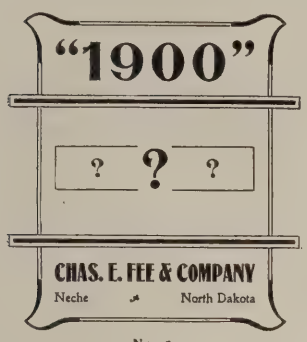
Yours truly,

REX H. LAMPMAN.

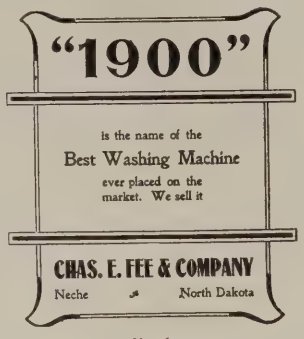
We venture, the name of Rex H. Lampman is not so unfamiliar to regular students of the N. P.-J. that we need mention the fact that he is not one of those new friends we have been "blowing" so much about this month. Since, as stated in the above letter, he sends us a budget of ads, it would seem that this instalment of "Newspaper Criticisms" was running chiefly to the review of advertisements; but, provided we do not reach our limit before then, we'll get down to the newspapers after awhile. Howbeit, it is a real pleasure to receive a number of newspaper ads for inspection, such as these from Mr. Lampman, who is, as we again decided on looking over these specimens of his, a master in

his line. We haven't the least fault to find with any one of these samples, of which we shall endeavor to show a goodly number (Nos. 5, 6, 7, 8, 9) inasmuch as that in each one of them there is something to learn—something profitable for every progressive knight of the job stick.

Here's another budget of ads, and from a compositor almost equally as skilful as that of the ads reviewed in the



No. 5.



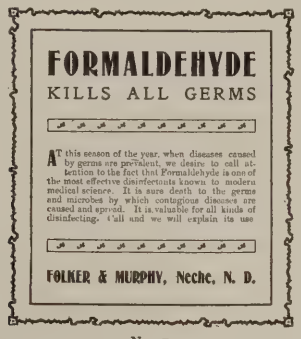
No. 6.

foregoing paragraph. He *is* a new acquaintance, however, and introduces himself thus:

MILBANK, S. D., June 19, 1905.

O. Byron Copper, De Soto, Wis.

DEAR SIR:—I enclose herewith a number of my ads, some of which were taken from the paper and some from a book we printed for the high school at this place. These ads are the result of two years'


FORMALDEHYDE
KILLS ALL GERMS
At this season of the year, when diseases caused by germs are prevalent, we desire to call attention to the fact that Formaldehyde is one of the most effective disinfectants known to modern medical science. It is sure death to the germs and microbes by which contagious diseases are caused and spread. It is valuable for all kinds of disinfecting. Call and we will explain its use
FOLKER & MURPHY, Neche, N. D.

No. 7.

experience (I commenced setting type June 21, 1903), with the various trade journals as my instructors. I would have used six-point rule border on some of the ads—especially the larger ones—but out here we have to make the best of such material as we have. Your candid opinion and any criticism you may make will be appreciated.

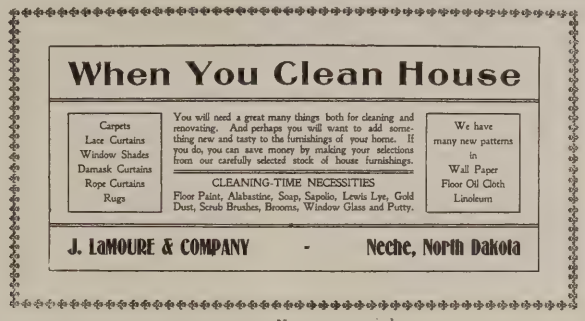
Yours respectfully,

ERNEST TOMOWSKE.

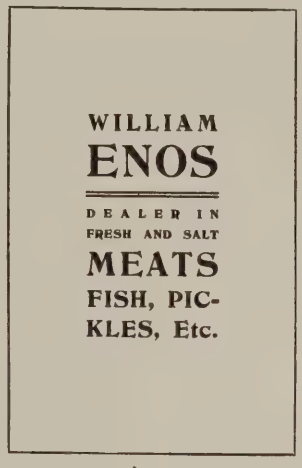
Just an Even Hundred
Ladies' Dress and Walking Skirts
25 to 50 per cent discount
Every Dress and Walking Skirt in our stock, all kinds, sizes and colors, will be sold at a discount of 25 to 50 per cent. If you need a skirt do not miss this chance. Sale will continue two weeks—July 31st to July 15th.
25 to 50 per cent discount
J. LaMOURE & COMPANY
Neche, North Dakota

No. 8.

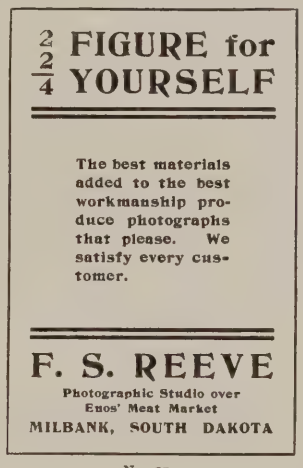
That's what we call an honest, modest letter from an "E(a)rnest" Tomowske! And, moreover, that's what we call a prodigious record—only two years' experience and the creator of Nos 10, 11 and 12! Our contributor's statement in the foregoing letter, and these three reproductions form an excellent suggestion for all printers who are dubbing along without the valuable assistance of the trade journals. These ads from Mr. Tomowske show a high degree of thought and care in their creation, and a high sense of art in their creator, and demonstrate, more forcibly than mere words ever could, how efficient such magazines as the NATIONAL PRINTER-JOURNALIST are as printers' instructors. This compositor has a natural skill that speaks big future things for him. His specimens are dainty, neat and tasteful, proving


When You Clean House
Carpets
Lace Curtains
Window Shades
Damask Curtains
Rope Curtains
Rugs
You will need a great many things both for cleaning and renovating. And perhaps you will want to add something new and tasty to the furnishings of your home. If you do, you can save money by making your selections from our carefully selected stock of house furnishings.
CLEANING-TIME NECESSITIES
Floor Paint, Alabastine, Soap, Sapolio, Lewis Lye, Gold Dust, Scrub Brushes, Brooms, Window Glass and Putty.
We have many new patterns in Wall Paper Floor Oil Cloth Linoleum
J. LaMOURE & COMPANY - Neche, North Dakota

No. 9.



No. 10


2/2/4 FIGURE for YOURSELF
The best materials added to the best workmanship produce photographs that please. We satisfy every customer.
F. S. REEVE
Photographic Studio over Enos' Meat Market
MILBANK, SOUTH DAKOTA

No. 11.

Valley Queen Flour
TESTS BEST in the kitchen
TASTES BEST on the table
TAKES BEST with the trade
Whetstone Valley Milling Company

No. 12.

No. 13.

that he has indeed "made the best of such material as he had," and that is not *bad,* by any means.

Now, our good friend, Leon E. Derr, is another one of our enthusiastic ad-compositors, who is becoming a regular co-worker in the building of this department, and he always

preludes his contributions with a letter which never fails of being worth reproducing. Here's his latest:

ANNA, ILL., June 24, 1905.

O. Byron Copper, De Soto, Wis.

DEAR SIR:—Enclosed find recent issue of the *Democrat*, which I wish you would kindly criticise. Bad rollers were the cause of the cuts filling up. Also find an ad, which I sent you in the spring. It was in the lot which you said escaped the waste-basket, in the last issue of the N. P.-J. in your criticism. I don't know where it escaped, for I never heard from the lot, and had some of my best samples in it. If you would see some of the "sows' ears" I get to make "silk purses" out of, you'd wonder that I could set an ad at all! But most of the advertisers, now, let me remodel the wording to suit the design, as in enclosed ad, so it is not so bad as in some offices. Thank you very much for your criticism of the "Kohn Clothing Company" ad last month. I'll try to be a worthy scholar, for I do want to be a printer "out of a rut." Hope you'll not think I am trying to rush too much to you, but this material was not at hand for the last lot I sent you. The N. P.-J. is certainly a fountain of inspiration to me, as there is no competition in this section of the country, and I cannot get it from other workmen near me.

Yours truly, LEON E. DERR.

The Anna, Illinois, *Democrat* is a seven-column quarto, with everyone of its spacious eight pages replete with matter of local manufacture. This copy is evidently from a sort of special edition—not in size, but in point of the character of its contents, we take it. The front page is taken up entirely with a special article relative to an annual meet in that city of the Egyptian Hustlers. This is elegantly illustrated—and the pictures are not confined alone to the first page—nor the article, either, for that matter—for all the pages are graced here and there with a halftone or two, representing the various exterior decorations manifested by Anna business men during the gala days. The *Democrat* gets a fine patronage from local advertisers, and their ads have, as a rule, been well treated at the hands of the compositor. Mr. Derr need not to have feared the consequences had we thought he were responsible for the presswork on this sheet, since that will stand a comparison with the average newspaper. The makeup on this publication, however, comes a long way from being in accord with our ideal—the ads are arranged rather too much on the "hit and miss" style, and all seem to be struggling for that position which Brother Woodworth—and all advertising men—think they ought to have—"top of column, next to pure reading matter." A commendable feature is the allotting of separate pages of special localities, and the excellent editorial department must be praised for its extent and exceptionally high character. There is an insufficient degree of uniformity in the size of the letters employed in the heads in this paper to call forth our approbation in this respect. As we have intimated, the ad composition is good, serviceable, every-day work, but we believe as Mr. Derr continues in his study of the trade journals, he will eventually improve these as to artistic treatment and design. In fact, we know he will; for true desire is prayer; and the day of answered prayers is not yet past, by any means. This in consequence of our correspondent's desire, as above recorded, relative to becoming "a printer out of a rut." The large ad which accompanied this paper under review is a most praiseworthy specimen, being well designed, well displayed and treated well as to detail (No. 13). In such examples, however, a more harmonious effect is secured by the employment of one- or two-point bold rule, in place of music face, in the panels. And, of course, where the bold rule is used, greater margins should be allowed between the type and rules to give relief to the black lines.

Being unable to finish the review of all papers and specimens received this month, we are, therefore, holding the following publications for consideration in our next instalment, which, at least in the number of interesting publications with whose reviews it shall be constituted, promises to surpass this or any of our past efforts: *The Egyptian Hustler*, Anna, Ill.; *Guard*, Council Grove, Kans.; *Journal*, Newark, Ark.; *Argus*, Albion, Iowa; *News*, Mound City, Mo.; *Enterprise*, Estherville, Iowa; *Press*, Thief River Falls, Minn.; *Independent*, Middletown, Cal.; *Socialist*, Toledo, Ohio. And before closing, we feel it incumbent to state that "at the bottom of the pile" we have discovered another copy of the Gravette, Ark., *News* in which the ads appear to be considerably better than those in the copy reviewed above, and concerning which we shall try to have something to say next month.

O. BYRON COPPER.

THE GREEN BOOK OF SPRING.

We have just received from the American Type Founders Company a copy of the Green Book of Spring which is a fit companion for its predecessors—the Printer Man's Joy and the Golden Book of Business. There was a wide divergence between the Printer Man's Joy and the Golden Book of Business, each of which were more or less of a decorative nature, but this later specimen shows illustrations of more simple forms of type arrangement, and yet it is at the same time a most notable pamphlet showing, and will, we fancy, prove equally as attractive to printers as its predecessors. It consists of thirty-two pages illuminated in colors and printed on different grades of beautiful Roxburghe papers.

Such pamphlets as these cannot fail of appreciation for they contain suggestive hints which the printer can readily adapt to treatment of the printing which comes to his own office and will, we judge, result in inducing the printer to order these beautiful type faces and ornaments to supplant obsolete and discarded types which are hardly in keeping with the present day requirements. Printing of the character indicated in these specimens cannot fail of interesting the printers' customers and thus bring profitable returns.

NEW YORK, April 28, 1905.

To the Members of all local Typothetæ and Master Printers' Associations affiliated with the United Typothetæ of America.

GENTLEMEN:—The nineteenth Annual Convention of the United Typothetæ of America will be held in the city of Niagara Falls, New York State, during the week commencing Monday, Sept. 4, 1905.

As Monday, Sept. 4, is a legal holiday in many States, the convention will be called to order at 10 o'clock on the morning of Wednesday, Sept. 6.

The Credentials Committee will be on hand at 10 o'clock on the morning of Tuesday, Sept. 5, and all delegates and alternates are requested to have their credentials in the hands of this committee at some time during that day, Tuesday. As admission to the hall will be by card only, and as the convention will be promptly called to order at 10 o'clock on Wednesday morning, the necessity for having all credentials issued on Tuesday is obvious.

In addition to the regular delegates and alternates from local Typothetæ, any members of locals will be made welcome at the convention, although, of course, such members will not have the right to vote.

Further information as to headquarters, hotel accommodations, transportation, etc., will be issued in ample season to enable members to make arrangements for attendance.

JOHN MACINTYRE, Secretary.

Among the Associations

"In Unity is Strength"

KANSAS Editorial Association will make a summer excursion to Portland, over the Union Pacific. The party will leave in special Pullmans from Kansas City, Friday, August 4th, and will be the "Dells" in Oregon. On the return there will be a stop at Salt Lake City and probably one also at Boise City, Idaho. The party is in charge of J. E. Junkin, secretary of the State Association.

The Suburban Press Association of New England met June 19th and arranged for the next meeting on July 17th at the home of the Treasurer, with a trip over the North Shore and Mystic Valley routes. Capt. J. S. Cushing of the Norwood *Press* was the special guest of the Association and delivered an address on the labor crisis among printers, timed for Jan. 1, 1906. We quote the following as to Mr. Cushing's remarks, from the report of the Recording Secretary, Mr. A. Starbuck:

He spoke of the tremendous power that rested in the country press, in its influence upon the young, and the important position it occupied in the national, state and municipal life. In his early life he had been connected with the Christian *Register*, the Boston *Journal* and the Clinton *Courant*.

UNIONISM DRIVING OUT WORK—THE EIGHT HOUR DAY CONTEST.

The work of the press, as well as of employers, is not to antagonize unions, nor to prevent the workingmen from doing the best they can, but to prevent union men from injuring themselves. In 1898 the nine hour day was quietly and harmoniously introduced. Since then nearly every master printer has annually been visited by unions demanding increase of pay. In many cases, rather than have trouble, the matter has been compromised. In seven years, in Boston printing offices the working day has been reduced from 10 hours to 9 hours. At the same time the minimum wage has increased from $15 to $18 per week. This certainly shows well for the good disposition of employers. In the meantime employes have grown bold and arbitrary. They say they will force increased pay and decreased hours until they bankrupt the employers and then see what comes. Even now six hours is looked forward to for a printer's day. In the past 100 years there has not been so much gain for the employer as to warrant such increase of pay and diminution of the hours of labor to employes. The prosperity of the country has enabled employers to raise prices to customers and so to meet the demands of employes, but the limit has been reached. He recently asked an extensive publisher what would be the effect of again increasing the cost of work to him. He replied by saying that he recently had sent abroad a book to be printed, and had paid $6,000 for work that would have cost, done in the United States, $9,000. From that you may readily see what will happen by increasing prices twenty per centum as is contemplated by the printers' unions.

The United Typothetæ, the employing printers' association held a meeting recently in Minnesota and sent around to 250 employers whose interests center around St. Paul and Minneapolis for a consideration of this matter of a further reduction of hours. The employers there are determined to resist this new demand. In Kansas City, Atlanta, Ga., and here in Boston in Faneuil Hall, similar meetings were held and the same sentiments were expressed. There was not a dissenting voice. A referendum vote taken among the 46,000 in the International Union showed 19,000 in favor of demanding an eight hour day, 6,000 opposed to it and 21,000 not voting. The 19,000 ought not to be able to enforce the misery liable to come, if the attempt is made to enforce such a demand. Capt. Cushing appealed to the newspaper editors to give to the people these facts in their papers.

The International Union has ordered that no union shall be allowed to make a contract extending beyond Jan. 1, 1906. The St. Louis Union, one of the strongest in the country, in spite of the order made a contract for three years, and had its charter revoked.

Union, today, unfortunately is largely socialism. The employer of the present is working harder and more hours than when he stood at the case. Asked what proportion of the number of printers were members of unions, Capt. Cushing said about one-third.

Most of us come into touch with our readers, and the readers at frequent intervals touch elbows with each other so that if we were disposed to be sensational or imaginative or prevaricative, our sins would soon find us out and our respective papers would suffer from loss of confidence and would cease to be regarded as reliable. I am not intending to intimate that any of us are merely honest, conscientious, news gatherers, because, forsooth, we must be, for I believe that most of our members would continue to conduct a real newsy newspaper even if it was unpopular and would go out of the business rather than cater to that which is low and vicious.

FORTIETH ANNUAL CONVENTION—ILLINOIS PRESS ASSOCIATION.

Forty years cover more than the average active business life of a man and stand, in this new land, for wonderful changes. For this length of time, the Illinois editors have met in annual conventions and discussed ways and means for mutual improvement, yet the advances in ideas and methods have been so great that there is no danger of a dearth of topics for profitable consideration during another forty years. The meeting this year was at the Lexington Hotel, Chicago, and was opened with prayer by Rev. Davidson, a city missionary of the Episcopal Church, who asked that the press might be used "for the further enlightenment of the world" and that "we may go forward with a deeper sense of that responsibility of the great work." It is the opinion of many that newspapers afford a field much in need of missionary effort. President John M. Rapp, of the *Record*, Fairfield, delivered a practical address in which he said, among many other things useful to members of the calling everywhere, and, in some instances, valuable to all the great body of citizens of the States outside of the calling:—

MUCH IMPROVEMENT NOTICED.

It is with pleasure that in looking over my exchanges I see the improvement from year to year in the appearance and quality of the papers. This Association in its yearly work has been teaching its individual members how to gather and glean out all the news of their respective communities and place it before their readers in shape that is so attractive as to bring increased circulation and influence. By all the news, I, of course, mean all the news that is fit to print. I am sure that there is no member of this Association who has attended many of our meetings who has for a moment any idea that a real newspaper should ever be a clearing house for scandal or a cesspool for mixing the filth and venom emanating from the depraved tongue and mind of the street corner loafer. The country newspaper can and should contain enough of spice and ginger and real humor to make it readable, and keep the community in a good humor. Don't be a constant growler, so as to give yourself and all with whom you associate the blues. You and your paper can do

much toward making the community happier and better by giving the readers an occasional good, hearty laugh.

It may be that I am an optimist, but I am convinced from my limited observation, that in recent years at least the appetite of the rural communities for papers and periodicals of a cheap and trashy character has been rapidly changing, and has been largely replaced by a desire for something better. As these communities come first in contact with their home papers I believe I am not claiming more than is due, to the credit of the country editor, when I state that the change for the better is largely due to your influence and efforts. If this be true, it surely stands the members of this Association in hand to guard well their columns and see that this influence for good shall continue and shall be increased many fold by inducing a stronger and larger union of forces in securing for our membership every newspaper in the State.

THE RURAL ROUTES.

The rural routes have come to stay and they will be extended and become more useful each year. Rightly used, they may be made a powerful medium for extending the circulation of the local paper. There is no doubt but that they help the city paper too, but most of the patrons of the route will prefer to read the items of their home community as printed in the local papers, if it becomes a question between the two. It is essential, therefore, that one gives the news, especially of the communities traversed by these routes, and it is well also to cultivate friendly relations with the carriers on the various routes.

KNOWN CIRCULATION FOR FOREIGN AND HOME ADVERTISERS.

I have always gone on the theory that the foreign advertisers and the home advertisers were both entitled to know the real facts concerning the circulation of the *Record*. This policy may have been induced by the fact that I was able to place the actual circulation at a figure which, for my section of the State, was a just source of pride, but I am fully convinced that no matter what the circulation, honesty in making reports is always the best policy. I have heard many complaints in past meetings concerning the conditions imposed by the directory publishers and the hardships resulting from failure to comply with all their demands. I am not here to defend all the policies of the directory men, but I have found it not hard to comply with their conditions and when I have given them a fair, truthful, itemized statement, which I do at the beginning of each year, I have found my rating correct, and this without one cent of expenditure from me. I have not been compelled to purchase their directory or take advertising in their book.

FIRMNESS AS TO PRICE BRINGS DESIRED RESULTS.

During the past few years foreign advertising has gradually grown in volume and it is of great importance to the country editor to secure his share of the business at a price that is fair and just to himself. Foreign agencies seem to be established with a view to securing as much as possible and paying as near nothing as possible and to keep the difference, unless watched with greatest care. This is a strong indictment but I believe it applies almost universally, and, yet it is true that these agencies may be dealt with on business principles. I find from experience that a firm adherence to a fixed reasonable charge will almost universally bring the desired result. It requires considerable correspondence and a vast amount of patient, yet firm explanation, but a firm adherence to the price named usually brings the desired result. Then if you have not agreed to do more than you can carry out in the matter of position, and present bills when due, matters usually work out all right.

RELIABILITY REQUIRED IN A HOME PAPER.

The President briefly reviewed subjects on legislation of interest to newspaper publishers and to the public as well, that came before the last session of the Illinois Legislature of which he was a member and commended the provisions made toward good roads in the providing of $25,000 for work by expert road builders throughout the State and the use of prison labor in furnishing the crushed stone for the roads.

"The Relation of the Editor to the Politician," was ably discussed by Mr. A. W. Charles, of the *Democrat,* Carmi. He said:

Is it surprising that the editor of a newspaper who is with his party organization, who helps make the plans; who cheers his choice to renewed effort even in the face of defeat; who assures the followers that the prospect is bright; who consoles the vanquished in the hour of defeat; who hatches out the explanations of how it happened; is it any wonder I repeat, if he falls a victim to habit and graduates into what the public regard as a politician? He would probably be a statesman but the offices are filled.

In conclusion, he gave a summary of practical wisdom for conducting a political paper:—

Keep the newspaper out of party contests. Whatever you may be personally, keep your paper unprejudiced. If your political treatment of the men in your party is fair and impartial they cannot rightfully complain at your personal attitude. If you would enjoy an amiable relation to the politician treat him with fairness and publish a strong, newsy, popular paper. Get the people behind your paper. Get the patrons, readers and friends and you will get the sensible politician. He can hear the zephyrs of public opinion as far as anyone and always knows which way the wind blows. If the editor will attend to his conduct, observe the proprieties and have a due regard for the dignity of his profession, the relations of the editor to the politician will be as happy as a ratification meeting.

Miss Mary Davidson, of the *Republican,* Carthage, discussed in a most interesting and sprightly manner "Auxiliary Press Associations," a subject that has very frequently had a hearing in these pages but has very seldom served as a topic before a State Press Association though auxiliary County and district organizations are becoming more numerous and more useful every year.

J. V. Beatty, of the *Herald,* Nunda, gave, as a rule for fixing advertising rates, the plan of ascertaining the weekly cost of the paper and then making the advertising charges cover that cost by grading the rates on that basis.

A. R. Van Skiver of the *Free Press,* Streator, argued, in a well-written paper, for placing railroad advertising on a business basis and not treating such advertising as an exchange of courtesies in which the newspaper man could only use the courtesy for himself or family.

Mr. Dudley Walker, advertising manager of the Chicago and Alton Railroad presented the other side of the subject under the topic: "The Relation of the Railroads to Newspapers." He passed high compliments to the usefulness of the press and showed some of the difficulties that confront railway men in dealing with the promoters of prosperity. He made a good showing for the present system of railway management and received a rising vote of thanks for his able paper. He and his road are known for their liberal and courteous treatment of the press. C. D. Tufts, of the Centralia *Democrat,* presented a deeply metaphysical paper on "Why Should Not a Bachelor Editor Marry." He gave humorous hits at, and cast side lights upon some of the modern ideas and practices of marriage or the married and the divorced and race suicide. He said:

"'Twere better not to be born at all than to be born to take second place to a poodle. I can not conceive of a greater misfortune that can come to a child than to be born into a family where it would be obliged to share a place in the affections of its mother with a wooly dog with pink eyes and a fluffy tail.

"I am glad to see that in some states it is proposed to tax bachelors. This is a favorable sign. It is only things of value that are taxed, and for the government thus to distinguish bachelors as compared with untaxed married men would be a reward of merit."

The following were chosen officers for the ensuing year: President—J. B. Castle, *Argus,* Sandwich; 1st V.-P.—Clarence F. Buck, *Republican-Atlas,* Monmouth; 2d V.-P.— Edwin Dyson, *Times,* Rushville; 3rd V.-P.—Miss Mary Davidson, *Republican,* Carthage; Secretary, J. M. Page, *Democrat,* Jerseyville; Treasurer—Victor Haven, *Argus,* Greenfield.

Executive Committee—M. F. Walsh, *Herald,* Harvard; A. R. Van Skiver, *Free Press,* Streator; S. K. Strother, *Courier,* Taylorville.

Auditing Committee—J. W. Wild, *Free Press Gazette,* Nokomis; E. M. Johnson, *Free Press Observer,* Pontiac; Terry Simmons, *Plaindealer,* Marseilles.

Legislative Committee—Hon. E. A. Snively, Springfield.

We have reserved some of the facts concerning the convention in order to give extracts from a report, par excellence, made by the editor of the Marsailles, Ill., *Plaindealer,* to show how a good writer, with his heart in the work, can

make the account of an editorial meeting racy and interesting, even to the laity, the readers of the home newspaper. The *Plaindealer,* in part, said:

Next Miss Mary Davidson, who is the charming president of an auxiliary press association in her section of the state, spoke on "Auxiliary Associations," tossing a bouquet to the "La Salle County Editorial Association" for which the fraternity is duly thankful. It was so able and pleasing an effort that the young lady was later elected third vice-president of the association in recognition of her merits so clearly shown. Two editors in turn talked of "Home Print ing house discussion in which the publishers learned much to their individual advantage by comparison of what their experience amounted to in comparison with that of others of the profession.

Most of the editors are up in musical matters and when the Saint Cecilia quartet of ladies sang a selection it had to be high-grade. There was no mistaking the verdict, that encore was the genuine article. The ladies kindly appeared in several selections.

Right here we are going to speak out. The editors assigned topics on the program who not only failed to be present and take the prescribed part, but also did not send in their productions to be read by some one else did the association an injustice. It's expensive

GROUP OF MEMBERS OF ILLINOIS PRESS ASSOCIATION

In Convention Hall, Lexington Hotel, Chicago.

versus Patents" and "Advertising Rates." Both were decidedly practical and supplied pointers of value.

It has been the practice to secure a noted speaker to deliver the annual address and out of modesty this honor has been allotted to a gentleman not of the association. This year the association came into its own estate and Hon. Morris Emerson, of the *News-Herald,* Lincoln, a veteran member, was the star of the sessions, giving an address the members could not fail to be proud of. In their order "Co-operative Buying," "Cost of Plates" and "Cost of Patents" received due attention from three editors. This was in the nature of a clear-

to attend the meetings and there should be no failures in the way mentioned. This advice has a local bearing as well. If your name appears on a program do your part personally or secure a substitute. It's unfair to the committee placing you and the audience gathered on the strength of such action to do otherwise.

And now, in the language of the preacher, "a few more words more and I will be done." Mr. Douglass Hapeman, formerly of the Ottawa *Free Trader,* was present and presented an invitation from Ottawa's mayor to the association for it to meet in 1906 at Ottawa. Back of this call stands the whole printerhood of this great county

of La Salle, thirty-five publications in all, and its organized body, the La Salle County Editorial Association. The invitation was referred to the executive committee for consideration, the chairman of the committee being A. R. Van Skiver, of Streator. Others are after the meeting, the most active competitor being Champaign, through the personal invitation of the president of the Illinois State University. If Ottawa and this county is to be honored by the presence of so eminent a body as the state association much inducement must be offered of an attractive nature. Marseilles and La Salle will be glad to join hands in the move to have the meeting at Ottawa with those cities links in an entertaining way where desirable. Starved Rock itself is an inducement of a high order. Personally, from an acquaintance of long years with the older members of the association, the writer would be treading on air fairly if the deal can be made to assemble the editors at Ottawa.

Six Chicago dealers in paper, type, machinery and rollers respectively, gave a complimentary theater party Thursday evening at McVicker's theater to the association. The best seats in the house were occupied by the large body of editors who appreciated the kindness of the firms by a thorough enjoyment of "All 'Round Chicago."

At five in the afternoon of the last day the gates of the White City, Chicago's latest and most glorious triumph in the amusement field, were opened to admit the Illinois Press Association, Chicago Press Club and Milwaukee Press Club to an opening solely for the press. The crowd was turned loose to inspect all ready for it. But few of the attractions were in shape, the regular opening being due a day later. The editors' nose for news was poked in "behind the scenes" and we fancy that the unexpected they unearthed in the rounds was little short of what the actual will be as a fund of genuine amusement. Enough was seen to bother the most adept in description to do full justice to the "City" possesses fascinations in size, architecture, decoration, lighting, attractions, etc., we will devote more space to in a later issue. At eight o'clock performances were commenced and continued for two hours, when the management provided a lunch. As the editors departed their last look down in to the "City" was taken from the L cars which bore them to outgoing home bound trains. It was a vision that entranced by its beauty, the vast and superb illumination giving to the scene the glory of a magnificent fairyland.

HON. HIRAM YOUNG DECEASED.

One of the honored members of the N. E. A. who attended many conventions and gave of his best thought and wide, successful experiences for the benefit of the newspaper editors and publishers, at their annual gatherings, was Hiram Young, editor in chief of the York, Pa., *Dispatch*. He was an earnest man of deep convictions and a clear and able speaker. He died at his home in the city where over forty years of his life had been passed, at 3:45 o'clock, Thursday afternoon, July 13th. His demise was as of one falling asleep, all life's work nobly done and its labors finished. He was surrounded by his whole family, including his four sons, Edwin S. Young, Charles P. Young, William L. Young, and John F. Young and their wives. His four sons were associated with him in business and will carry on the work, the large newspaper and job printing business which he had established and to the success of which, for many years past, they have greatly contributed. Mr. Young was of German lineage, and his great grandfather, on the maternal side, came from Germany in 1729 and founded Scheaffersburg, Pa. His grandfather was captain in the Revolutionary War, commissioned in 1776 over a company from Lancaster County, Pa., and served under Washington. Mr. Hiram Young was born May 14, 1830. His father died early in life and the boy passed his early years in the family of his grandfather in Scheaffersburg, where he obtained the basis of an education.

His earlier years were filled with varying employments and experiences, fitting him with that general kind of training, that touch with different employments, and that broad, general and practical knowledge so useful to an all-around newspaper man. At fifteen years of age he was apprenticed to the saddler's trade and served four years acquiring the habits of steady, close application and untiring industry, while he devoted every leisure hour to reading and study. He followed the trade but a short time after his apprenticeship ended and in 1850, having a growing and natural inclination for books, he became an employe of a bookseller at Lancaster, meantime pursuing a course of study in the Lancaster High school where he excelled as a pupil. His purpose of taking a college course was diverted at this period in his life by accepting a position in the large publishing firm of Uriah Hunt & Sons and later with J. B. Lippincott & Co., in Philadelphia. Having acquired a practical knowledge of the book business, he returned to Lancaster and went into business for himself. Owing to his co-operation in the educational work with the first superintendent of schools of Lancaster county, Mr. Young built up a large trade at once. This success in business led his former employes at Lancaster to invite him to join them in a new firm which became Murray, Young & Co. Desirous of embarking in business for himself, he sold out his interest at Lancaster and in 1860 moved to York, where he resided. He opened a bookstore, which he continued until 1877.

During the presidential campaign of 1860 Mr. Young was a Douglas Democrat, but after the election and at the outbreak of the Civil War in 1861 became an ardent supporter of President Lincoln's administration, since which time he had been an earnest advocate of the policy and principles of the Republican party. In 1862 he assisted in organizing the Union League at York and in 1863 was placed on the Republican State Central Committee. During the fall of that year, when Andrew G. Curtin was reëlected war-governor of Pennsylvania, he, with a number of other patriotic citizens of York issued a Republican campaign paper called the *Democrat*. This was the beginning of his newspaper career which extended over a period of forty years. On June 7, 1864, the day of the Republican national convention at Baltimore, which nominated Abraham Lincoln for his second term, Mr. Young, as publisher and editor, issued at York, the first number of the *True Democrat*, an ardent Republican paper, earnestly devoted to supporting the progress of the war and the Lincoln administration. This paper wielded a strong and popular influence in the county of York and throughout a large portion of Pennsylvania in its advocacy and support of the national government during the trying period of the civil war. It was ably edited and well conducted and soon reached a large circulation. In 1876 he founded the York *Dispatch*.

Mr. Young was at one time the nominee of his party for Congress, though receiving a large vote, he was fortunately for his newspaper career and for himself and family defeated. He was ever active in forwarding agricultural interests, was president of the agricultural society and a member of the board of the State Agricultural College. His life was a model of activity and usefulness. He improved all those opportunities, ever open to a live, intelligent, discreet newspaper man for helping to build up and to forward all the educational interests of his community and State especially along industrial lines. He leaves a splendid newspaper and printing business to his sons through which his useful life work will be continued. He was a genial companion, whole-souled and manly. Few men were better informed on all the facts and theories as to the protection of American industries. A most studiously prepared paper, from his pen, covering the history and results of tariff legislation for a hundred years, was used as a most important and effective campaign document in a National campaign.

Called out, without a moment's notice, in a discussion that was sprung at the convention of the National Editorial Association in Galveston, he presented, in a talk of ten or fifteen minutes, a breadth of information, an array of arguments and an eloquence that revealed the earnest, ready, well-equipped newspaper man ever ready to treat, instructively, every public question with convincing facts and intelligent views and favor-winning candor.

FIFTY-SECOND ANNUAL CONVENTION OF THE NEW YORK PRESS ASSOCIATION.

By John P. Herrick.

It was in the heart of the three million acre Adirondack forest, "under the trees," that the fifty-second annual convention of the New York Press Association was held. The place was the Hotel Ampersand at the north end of Saranac Lake and the time was the last three days in June. The Ampersand is a great modern hotel, set on a bluff 70 feet above the lake, with a view from the wide verandas that is ever charming, a vista of lake and sky, island and mountain, forest and glen. On the mountain side to the west of the hotel in the spruce forest and along the lake side are cottages and tents, lighted by electricity and furnished with all modern conveniences. At night the walks that connect the cottages and tents with the hotel are brilliant with arc lights and the fortunate dwellers breathe the pure ozone that is wafted from the great forest and "take their ease, under the trees."

It is an historic region. Not far away is the grave of John Brown, marked by a great boulder, the John Brown soul goes marching on. Every year his grave in the wilderness is visited by thousands. Across the mountains is Fort Ticonderoga, made famous by Ethan Allen's daring. The ruins of old Fort William Henry are over to the southeast. To the north is the scene of Irving Bachellor's "Eben Holden" and "D'ri and I," two stories of the big woods that enjoyed a wide reading. Across the inlet is Mark Twain's summer home. Two miles away is Saranac village, a trading center for the thousands of lodgers and campers in the wilderness about. There is boating, fishing, driving, tennis, golf to interest and add enjoyment to a stay in the woods, and across Saranac Lake two launches make several trips a day. In Lower Saranca Lake there are fifty islands. The Indians called it "The Lake of the Clustered Stars."

The editorial party, numbering 150, arrived at Saranac station at seven o'clock, Tuesday evening, June 27th, and were conveyed in coaches to the Ampersand. General Passenger Daniels of the New York Central provided transportation for the party over the Central lines and the other railroads in the state furnished transportation to members to reach the Central. The evening was spent in "visiting," in walks and talks with a musical program and dancing in the spacious parlors It was the second time the association had met at the Ampersand. In 1893 the first meeting was held there, and it was one of the most enjoyable in the history of the association.

Wednesday morning, June 28, the first session was held in the Ampersand parlors. President John W. Slauson of the Middletown Press was in the chair. Robert McNeil, a boy soprano of wonderful voice sang two solos, one an encore. Prayer was offered by Rev. L. W. Hones, editor of the Roscoe-Rockland *Review,* and chaplain of the association. President Slauson's annual address was full of goods things. He reviewed the marvelous changes in the world since the association met at the Ampersand in 1893. The new maps that had been necessary, the new inventions, the marvelous improvements in the gathering and dissemination of news, the improvements in preses and type-setting machines, "Wireless telegraphy," he said, "is already an old story. Only a few days ago I received a Marconigram, sent from a ship in mid-ocean. It was received by a sister ship a thousand miles away, by her transmitted to a Long Island coast station, and in my hands a few hours after it left the first ship." Continuing, he said, "With the improved means of making newspapers, the newspaper itself is stronger, abler, better; on a

NEW YORK PRESS ASSOCIATION.

Picture taken on Lawn and Veranda of Hotel Ampersand, at Sarnac Lake.

Photo by L. E. Shuttuck.

higher plane today and its utterances and opinions received with more respect than ever before in the world's history. Even the yellow journals have lost something of their vivid hue. Vulgar sensationalism is not flaunted so offensively as once. On the whole the situation is healthful and encouraging."

Secretary Bunnell called the roll for the thirty-seventh consecutive time and read the treasurer's report which showed a considerable balance on hand. He told of the progress he was making with the "History of the New York Press Association" which he is writing. It is expected that the work will be completed this year. The association was organized at Elmira in 1853 with 32 members. Only two of the charter members are alive today, Col. H. A. Dudley of Warsaw, now retired from active newspaper work, and Dr. G. W. Pratt of the Corning *Daily Journal* who is still in the harness, though feeble in health. A meeting has been held every year excepting 1861, 1862, 1863 and 1864, during the war when it was not possible to get the members

THOMAS P. PETERS, Editor Brooklyn Times
Active in Securing Amendment to New York Libel Law.

together. If ever an officer of a press association was loved by the members, that man is A. O. Bunnell. After he had served 25 years he was presented with a $500 silver service and only a few years ago he was presented with a bag containing $300 in gold coin. So long as A. O. Bunnell lives, he will serve the New York Press Association as secretary and treasurer.

President Slauson appointed standing committees as follows: Organization, W. J. Kline, F. P. Hall, W. J. Pollard, W. A. Smyth, D. W. Murray; Finance J. H. Hunt, G. M. Shull, J. H. Smith, W. H. Greenhow W. H. Bayliss; Resolutions, G. A. Williard, J. A. Canfield, G. E. Marsellus, L. S. Stivers, C. H. Grose. To revise membership roll, H. J. Knapp, A. C. Kessinger, John P. Herrick. The report of the National Editorial Association meeting at Guthrie was made by H. J. Knapp, state committeeman. He gave a thirty-minute talk, describing in detail the fine meeting held at Guthrie, the hospitable entertainment of the people of the southwest, the sport at Miller's Ranch, the ride across the desert, the delights of the tour of California and Oregon "Yesterday, today and tomorrow," he said "we spent in Portland viewing the exposition." That caused a burst of laugther for many of his hearers supposed that he had actually made the trip when in reality he was only telling a fairy story. The story was told in so serious a vein that it was really delightful.

Thomas P. Peters of the Brooklyn *Times* told of the fight made last winter to have the libel law amended. Mr. Peters and Louis McKinstry of the Fredonia Censor spent much time at Albany and made a determined fight for the proposed law. The bill passed the assembly but went to sleep in the senate after receiving twenty votes. This was considered making good headway, as it is known the fight will be a long one, and plans are being made for pushing the fight next winter. Mr. Peters gave a history of the famous Annie Oakley case which originated in Chicago and has already cost the newspapers over $40,000, with many cases yet to be tried. The present libel laws he said allowed ambulance chasing lawyers to secure judgment against newspapers for innocently publishing news received by press wire or in plate form. Mr. Peters has devoted much time to the libel law amendment and a hearty vote of thanks was tendered him by the association for his good work. Mr. Peters is editor of the Brooklyn *Times* and one of the most popular members of the association. The convention adjourned to meet next morning at ten o'clock. The afternoon was spent in carriage drives, boating, tennis and walks in the woods and in the evening there was dancing in the parlors.

The Thursday morning session opened with song by Robert McNeil and a prayer by the chaplain. "Has the Press a Mission," an exceedingly able paper, was read by Duncan C. Lee, editor of the Ithaca *Daily News*. "Its mission is to educate, uplift and protect. Today it is the bulwark of the commonwealth. The new press should be accurate, fair, a safeguard of character, attractively newsy, a bulwark of right, editorially honest and forcible, 'pledged to religion, liberty and law.' The newspaper is the greatest power in our modern civilization. It has no right to do wrong and it has endless opportunities to do right." William D. McKinstry of the Watertown *Times* discussed "The Editorial Page," and his talk was full of good things, the ripe experience of an editor of many years of experience. "It is the editorial page which may be called the face of the paper and that which gives it tone and character, and the paper should be a gentleman, not a loafer or rowdy. Make the editorial page for the average man and woman, not for the scholars. The average thought is almost always right, and the editor can safely take his cue from the best average man. The page should be gossipy, enlightening and inspiring." Prof. Lee who is a college man with six years' experience in newspaper work, and Mr. McKinstry an editor of 25 years' experience who worked his way up from the ranks, combined to cover the subject of the editorial policy of a newspaper so thoroughly, completely and satisfactorily that the association was delighted to have one paper follow the other.

H. O. Elkins of the Bath *Courier* told "How to Keep Up the Subscription List." He found it important to stop every paer at the time requested and to make close collection. He found that many people liked a paper that could "be stopped." He believes that a good weekly newspaper will live and thrive despite the multiplication of dailies and the advent of rural free delivery. The newspaper that don't deserve to live might as well order its shroud.

Louis McKinstry discussed "Legislation Affecting the Press," and his talk concerned, in a large measure, the work

of securing an amendment to the libel law. Some of his experiences with legislators who were opposed to any change in the libel law were humorous and provoked much laughter. He recommended that a committee of five republicans and five democrats be appointed to confer with the leaders of the two parties concerning the desired legislation before the meeting of the state legislature. It was moved that a letter of thanks be sent to all legislators who supported the bill last winter.

By request a paper read by James H. Potts of the Troy *Times* before the National Editorial Association in Guthrie was read by John P. Herrick. It was "Social Service of the Press," in Mr. Pott's best vein and much enjoyed. A fine memorial on the late Dr. Julian T. Williams of the Dunkirk Observer was read by Louis McKinstry, and President Slauson, H. J. Knapp and Secretary Bunnell spoke feelingly of the life work of the late William C. Bryant of the Brooklyn *Times*. Both were honored members of the association and their deaths are deeply deplored. Secretary Bunnell read a humorous poem by A. E. Hoyt of the Albany *Argus*. It was hot shot for Henry James and his criticism of newspaper English. Charles C. Overton presented a resolution empowering the chair to appoint a committee on "Invitation to the National Editorial Association" to hold its convention in New York in 1907, with headquarters at Coney Island. The President appointed Charles C. Overton, Don C. Seitz, A. S. Ochs, H. L. Stoddard, Herman Ridder, J. A. Sleicher, Thomas P. Peters, William Berri, W. B. Green and J. C. Oswald. The question box discussions ended the session. It was a unanimous opinion that the weekly and daily papers were justified in accepting the advertising of mail order houses at regular rates. One of the questions brought up the matter for discussion.

The convention ended on Thursday evening with a fine banquet tendered by the Hotel Ampersand. The decorations were very beautiful, the music fine, the guests in full dress and the menu tempting. First the business of the convention was concluded by reports of the committees. Chairman Kline from the committee of organization, with witty prefatory remarks announced the officers chosen for the coming year as follows: President, Elias Vair of the Waterloo *News;* Vice President, W. B. Collins of the Gloversville *Leader,* Thomas P. Peters of the Brooklyn *Times,* W. J. Pollard of the Seneca Falls *Courier,* John P. Herrick of the Bolivar *Breeze,* William D. McKinstry of the Watertown *Times;* Secretary and Treasurer, A. O. Bunnell of the Dansville *Advertiser;* Executive Committee, H. J. Knapp of the Auburn *Advertiser,* J. L. McArthur of the Granville *Sentinel,* L. W. Hones of the Roscoe-Rockland *Review,* W. O. Green of the Fairport *Mail,* and Robert L. Forbes of the New Rochelle *Paragraph.* Chairman Williard from the committee on resolutions told of the greatness of the New York Press Association, of the good work accomplished in the 52 years of its existence. He complimented President Slauson for the manner in which he had filled the high office; Secretary Bunnell and Chairman Knapp came in for a warm word of commendation and all who assisted in making the program a success were publicly thanked. The kindness of the railroads was commented upon. A telegram of regret was read from George H. Daniels, General Passenger Agent of the New York Central who expected to be present at the banquet but was unable to come. There were happy after-dinner speeches by President Slauson, Secretary Bunnell, Dr. E. H. Porter of New York, recently appointed health commissioner of the state, Duncan C. Lee, Hon. Daniel D. Frisbie and others. At close of the banquet all joined in singing America, and the forest about, gave special significance to these words:

ELIAS VAIR, Editor News, Waterloo, N. Y.

New President New York Press Association.

L. W. HONES, Editor Review, Rome, N. Y.

He Edits His Paper on Week Days and Preaches Three Sermons Every Sunday.

I love thy rocks and rills,
Thy woods and templed hills;
My heart with rapture thrills
Like that above.

After the banquet there was dancing and singing in the parlor, walks and talks in forest paths, and it was long past midnight when "goodnights" were spoken. The early trains Friday morning carried away the great majority of the party though a number remained for over Sunday at the delightful Ampersand.

Elias Vair, the new President is 47 years old, and has edited and published a newspaper since 1884, working his way up from the case. He has long been a member of the association and was a charter member of the New York Republican Editorial Association. He was a delegate to Portland in 1899. He was a delegate to the state convention that nominated Theodore Roosevelt for governor and a member of the platform committee that year. He is an aggressive, newspaper man and enjoyed a wide acquaintance among the newspaper men of the state. The chaplain of the association,

A. O. BUNNELL, Dansville, N. Y.

Past President of the National Editorial Association and Thirty-seven Years Secretary of the N. Y. State Press Association.

Rev. L. W. Hones, is one of the most energetic members of the association. Besides editing his paper on week days he preaches three sermons every Sunday in his district, being a regularly-ordained minister. He is a pleasing speaker and in profile shows a strong resemblance to President Roosevelt. This is more marked when he is attired in the soft black hat which he wears and was remarked by the President himself during a visit of a party of editors at the White house last winter. The convention of 1905 was in every way a very successful one.

The Inland Daily Press Association held an important business meeting at the Chicago Press Club rooms on Tuesday, July 11th. The attendance was large and such a lively interest manifested as is generally secured when practical business matters are up for consideraton. The association includes in its membership the most prosperous out-of-town dailies in Illinois, Indiana, Iowa, Michigan, Minnesota, and Wisconsin. In addition to the business transacted along lines of coöperative buying, the following short program was presented: "Free Theatrical Notices," John Sundine, Moline, Ill., *Dispatch;* "When Should Fees for Legal Notices Be Paid," Andrew O. Lindstrom, Galesburg, Ill., *Dispatch;* "Rural Route Subscribers, How to Obtain Them," H. H. Fitzgerald, Flim, Michigan, *Journal.*

TREES DEDICATED TO THE EDITORS.

At the close of the gathering of the Association at Big Trees, California, the following members were appointed a committee to procure suitable inscribed plate to designate a

ALBERT TOZIER

Past President of the National Editorial Association, who Traveled Six Thousand Miles in Attending the N. E. A. Convention at Guthrie, and Returning to Portland by way of Chicago.

cluster of trees there dedicated to the Association: R. E. Dowdell, A. W. Glessner, W. F. Parrott.

"Summer or winter, day or night,
The woods are an ever-new delight;
They give us peace, they make us strong,
Such wonderful balms to them belong;
So, living or dying, I'll take my ease
Under the trees, under the trees."

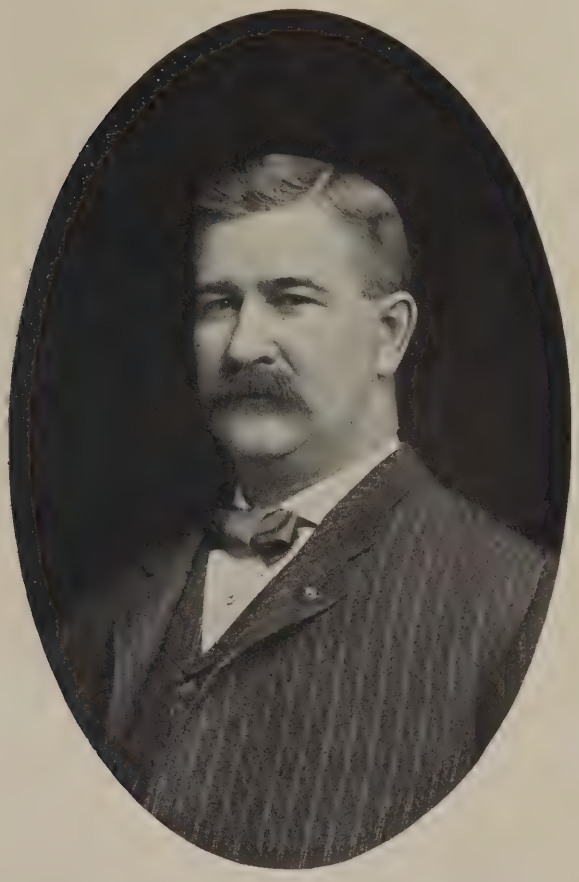
A Liberal Offer.

The advertisement of Sigmund Ullman Company on page 539 of this issue makes very liberal and attractive offers in order to introduce generally and rapidly their popular "A B C Black" ink. This ink is suitable for general book, catalogue, circular work, etc., for type, cuts and half-tones on cylinder presses. The fact that the Sigmund Ullman Company make an offer of this kind is a guarantee that the ink is not only an excellent article, but for this occasion and the purpose named, of a speedy and wider introduction, is offered at an unusually low price. The company's reputation is at stake in this and is too valuable to be sacrificed by not carrying out the liberal offer to the fullest extent. Consult the advertisement and then order promptly.

The New President of the Illinois Press Association.

The Illinois editors elect, from year to year, their ablest men to the Presidency; alternating each year the choice so that a member of one of the two great parties shall be chosen one year and of the other party the following year. As prominent editors of local political papers are frequently called to serve their constituents in the legislature, it has happened frequently that the President of the Association has been a member of one or the other of its branches. Last year, the President was an honored member of the State Senate, this year, the new President is an equally honored member of the House.

The training and the experiences of a newspaper man afford excellent preparation for service as a legislator, and experience in the legislature helps in qualifying one to preside over, and to direct in the deliberations of a body of editors. An editor fully understands the value of publicity as a means to good government and a member of no other



HON. JOHN B. CASTLE, Sandwich, Ill.

President Illinois Press Association.

calling is likely to be so well informed in all the varying wants of all the people, of all the callings and conditions or as to all the interests or needs of the public institutions. By experience in the legislature, a President of a State press association can bring to the members of the newspaper calling many things that will help to the understanding of needed and wise measures and to counsel as to the necessity of the education of the people in regard to the same; the reasons to be urged for the enactment of desirable legislation and the difficulties in the way of their enactment. This year the retiring President in his annual address gave many valuable hints and facts with regard to legislation, both as to laws affecting the press and the public, with the reasons why certain legislation was wisely defeated. His explanation of the good roads law, coming from a member of the calling, who helped to enact the law, could not be otherwise than valuable to the editors in the intelligent performance of their duties of properly informing their readers and properly directing public sentiment.

Hon. John B. Castle, the newly elected President, was born at Sandwich, Ill., in 1859; received a common school education; learned the printer's trade while a boy; and in connection with his father started the publication of the Sandwich *Argus* in 1878, which paper he still owns and publishes. He was admitted to the Bar of Illinois in 1891, and, besides his other interests, he is actively engaged in the banking business; was elected to the Legislature in 1902 and reëlected in 1904; was elected President of the Illinois Press Association at the May meeting, 1905.

Weeding Out In Dull Times.

Importance of Securing and Retaining Loyal and Efficient Employees.

Dull times too, can be made very profitable in looking after the employes, considering their methods and earning abilities and how the latter may be increased. In times of rush business, there is less opportunity for observation and one is often compelled to put on all the workmen that can be secured. In dull times, business necessity frequently compels the laying off of some members of the force, and the inefficient can be dropped at such a time with much greater ease than at any other, and without causing any ill feeling. Be sure that you weed out the incompetents. Do not let the best men go, just because their wages are higher, and you can get along with the cheaper and less efficient help during dull times. There is

Beet Sugar Factory, Rocky Ford, Colo.

nothing so important to success, as the securing and obtaining of loyal and efficient employes. One important way of retaining and securing the good-will of employes, is to show appreciation by always retaining such employes at good wages, even if it should seem that, for a time, cheaper and less loyal ones could be made to answer the purpose. Friendly relations should ever be established with those who are loyal and efficient, and steady, long continued employment helps to this. Do not run the risk of losing or offending a good man by laying him off just to save a few dollars, think rather, of the many good, extra dollars he has earned for the business.

A MODEL NEWSPAPER HOME.

Herewith is presented an outside view of the office building of The Daily *Post* at Houston, Tex., though the illustration gives but a very imperfect idea of the real beauty and elegance of the structure. It is used entirely for publishing of the *Post* and certainly has no superior, outside of the *Herald* building in New York City, anywhere in the United States, as a strictly newspaper building, devoted exclusively to the demands of the publication with no outside offices or stores of any kind. It meets, in an ideal manner, all the important demands of conveniences, conspicuous attractiveness and a prominent and central location, which the NATIONAL PRINTER-JOURNALIST has so frequently urged upon the attention of progressive newspaper publishers. A newspaper represents the highest standard of publicity in a community and is always urging the highest ideals and the greatest possible improvements in buildings as in everything else and it follows, as a corollary, that it should be, in its office as in the paper itself, the most perfect model of all for which it stands and of all that it advocates and advertises. While a private enterprise, a newspaper is in a very important sense, a public institution, serving the residents of the city, not only in all their personal and business affairs, but in all that pertains to public concerns, municipal and State Government, sanitation, improvements of streets and parks, public

HOUSTON POST BUILDING, HOUSTON, TEXAS.

schools, etc., etc.. The ideal newspaper office should be just as elegant, accessible and convenient in arrangement as the most important and most used public building. The Houston *Post's* office is, in exterior architecture, of modernized classic design which, as in a measure shown by our illustration, is particularly well adapted to a newspaper edifice.

Surmounting the roof at the east corner of the structure is an illuminated plate glass jeweled sign. It is six feet in height and the words it bears, "Houston Post," are prominent by day as well as by night, although the best effect is at night, when the brilliant electric lights have utter darkness for a background. The sign is surmounted by a flagpole.

Just below the base of this sign there is placed an illuminated dial clock, the face of which is five feet in diameter. This is regulated hourly from the observatory at Washington through the Western Union Telegraph Company, and may be relied on as one of the most accurate timepieces in the city. The clock does not strike. One of its most interesting features is afforded by the fact that the usual Roman numerals are not used on the dial, the twelve divisions of the hour being represented instead by the twelve letters in the words "The Daily Post." The clock occupies a commanding position, where it can be viewed by thousands of passersby, and will, doubtless, come to be as popular as the famous clocks in the front of the New York *Herald* building. The facade of the building is constructed of buff colored Roman tile, trimmed with native stone and surmounted by an ornamental cornice of copper. The main cornice is dropped to a point just above the windows of the third story, and the effect produced, while unusual, has been favorably commented on by hundreds who have noted it.

The space between this cornice and the street grade on the Travis street side of the building is well broken up by the pilaster treatment. The main entrance to the counting rooms and the editorial rooms is in the shape of a large semi-circular arch, which has voussoirs blocked off to neat and pleasing joints. Over this projects a swelled balcony with handsome rail and turned balusters and the soffit is relieved by a bold design of carving. Above all this is placed a balustrade of Greek design.

The loggia of the main entrance and the rotunda, are so enchantingly beautiful when a light at night with electricity as to be almost worth a visit to the city to witness in all heir glittering magnificence.

The loggia is circular in plan with Mosaic tile flooring. At eight equi-distant points around the semi-circumference are placed marble columns of modern Ionic design and pleasing proportions. Large doors and plate and art glass windows come in between the columns. All of the woodwork is of beautifully finished mahogany.

Above the columns comes a well designed cornice of marble which harmonizes with the marble below. Above this cornice is the semi-spherical dome which is divided in art glass panels by gilded copper ribs. In the lower row of art glass panels the words "Houston Post" are carried out in the art glass designs, the letters being worked in jewels. At the intersections of the ribs are electric lights, 120 in all, which illuminate the glass behind and form a particularly pleasing effect.

The loggia is handsome, but even its beauty fades when one leaves it and enters the rotunda into which it directly opens. This rotunda is surmounted by a globe ceiling highly frescoed and bearing on four opposite sides near its base line four beautifully executed designs symbolical of Art, Literature, Science and Industry. This work is not surpassed in the artistic qualities of its conception or execution by even the similiar, though of course, vastly more numerous, decorations in such buildings as the Corcoran art gallery or the congressional library at Washington. The building is five stories in height, including the basement, which is one of the most important of all, inasmuch as it contains the two giant presses on which the several editions of the paper are printed. The height of the main building is fifty-five feet, and it covers a space of 50x100 feet, or 5000 square feet. Then there is the building in which the power for the establishment is generated, a separate structure one and one-half stories in height and covering a space of 40x50 feet, or 2,000 square feet. The total floor space of the building is approximately 27,000 square feet.

The interior of the building is, in every way, in harmony with eloquence and highness of the rotunda. The arrangements for abundance of light and perfect ventilation are unsurpassed. It would be pleasing and in a great measure, instructive, to give the entire details of the interior arrangements, but as to these there are so many different conditions and limitations as to the location, size, and form of building lot, etc., that each new office has to be arranged differently.

In the rear end of the basement are the two big presses and the electric motors and controllers by which their movements are regulated. The front half is used as a storeroom for the great rolls of white paper from which the *Post* is printed. The ceiling of the compartment occupied by the presses is on the same level as the ceiling of the first floor. In other words, the pressroom occupies the rear half of both the basement and the first floor. The main business offices are in the front half of the first floor. Above these, on the second floor, are the bookkeepers and other members of the business office staff who do not have to deal directly with the hundreds who come to the main business office each day. In the rear of the second floor is the mailing room, where the thousands of labels are printed and where the various issues of the *Post* are addressed, wrapped and rushed down the chutes to the waiting wagons, in which they are transported direct to the mail trains.

The editorial offices occupy the whole of the third floor, with the exception of four rooms devoted to the picture-making department. On this floor is also the library, containing reference books accessible to all members of the editorial staff, as well as a large collection of fiction and light reading. The top floor contains the eleven linotype machines on which is set the type from which the news and editorial columns of the *Post* are printed; the "ad room," where all the advertisements are set; the offices of the foreman of the mechanical department and of the proofreaders, and, lastly, the stereotyping department, where are made the

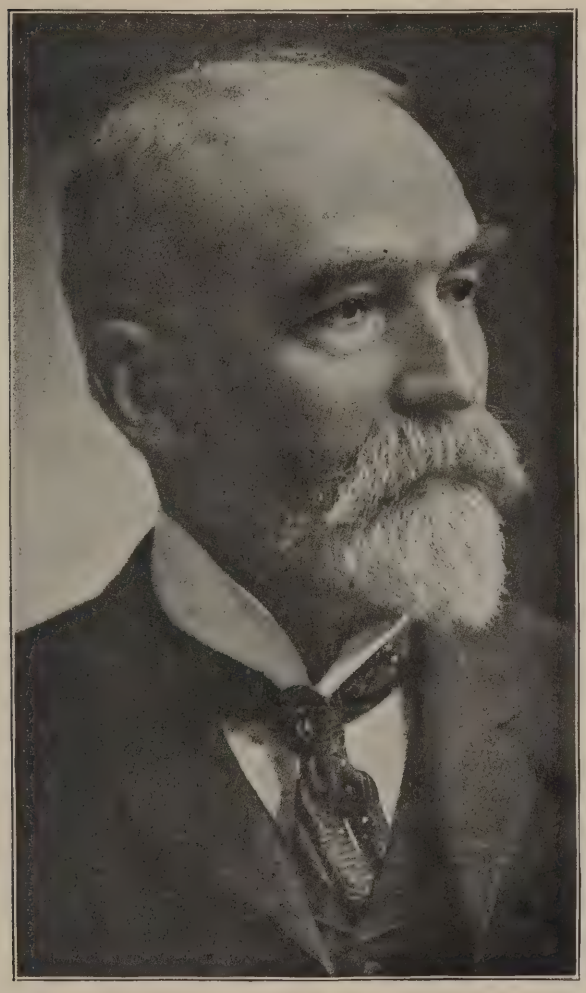
semi-cylindrical plates from which the paper is printed.

In the power building is located all the electrical machinery of the plant, together with a complete steam plant.

The building is fitted throughout with a private telephone system, by means of which the head of any department can immediately communicate with the employes in any part of the building. In addition to this there is a system of pneumatic tubes by which "copy" is sent from the editorial rooms and counting rooms to the composing room. Then, too, there is a lift by means of which heavy matter such as cuts, etc., may be sent to the top floor, two others by which papers are sent up from the presses to the mailing room, another by which rolls of white paper are lowered into the storeroom and still another which is used to send stereotype plates from the stereotyping room to the pressroom.

The building is steam heated and is lighted by electricity and gas.

During our visit to Houston with the members of the National Editorial Association, we employed no hour more pleasantly or profitably than the one given up to the inspection of the magnificient newspaper home, attended by a member of the *Post's* staff.



HON. JOHN HICKS.

APPOINTED MINISTER TO CHILE.

Mr. John Hicks, just appointed by President Roosevelt to be United States Minister to Chile, is the editor and principal owner of the Oshkosh (Wis.) *Northwestern*. He was born at Auburn, New York, April 12, 1847, came west with his family as a boy, located in Wisconsin, was educated at Lawrence University, Appleton, Wis., began newspaper work at the age of twenty on the paper he now owns, and has spent his life in the business. In 1889, President Harrison appointed him Minister to Peru where he served four years. He was given the degree of LL. D. by Lawrence University in 1890 and in 1894 he published a novel, "The Man From Oshkosh," which had considerable vogue. It appeared in Chicago and London, and the English house issued two or three editions of it. He has been something of a traveler having made the tour of Europe in 1895 and in 1899 he spent several months in Egypt, Turkey, Italy and France. His father was killed in the Union army and the son secured an education by his own efforts. His newspaper is considered the strongest in the State outside of Milwaukee.

Announcement By Secretary Ashbrook.

JOHNSTOWN, OHIO, July 24, 1905.

B. B. Herbert, Chicago, Ill.

DEAR MR. HERBERT:—I desire to advise the members of the N. E. A. who were in the party on the recent trip to Texas and Portland, that I have settled with the Pullman Co. and, so far as I am individually concerned, could make the rebate on Pullman fee at this time, but as my account is to be audited by the committee appointed by the convention at Guthrie, it will not be possible to remit before September 15th. By not later than September 20th all will receive check for rebate.

I also wish that if there are any who have not sent in their Pullman receipts to me for fares paid from their homes to either St. Louis or Guthrie for the one-half rebate, that it be done at once. Am holding all receipts received to date that one settlement may be had with the company.

Permit me here to express my high appreciation of the beautiful ring presented to me by the party at Salt Lake City, not so much for its intrinsic value but because it was given as a testimonial of appreciation of my services by some of the best people on earth. It will never leave my possession and keep the memory of the 1905 party close to my heart. I thank you, one and all, and assure you that the intent to treat all alike and as well as I know how, and conditions would permit was never out of mind. All were so kind to me that the obligations are surely mutual. If I can be of service to any of our good N. E. A. friends at any time, ask and ye shall cheerfully receive.

Very respectfully,

WILLIAM A. ASHBROOK,
Cor. Secy. N. E. A.

Stolen From More Work Through Publicity.

"Gleaming in purple and gold" is the card that was sent as an Easter remembrance this year by the Shaw & Borden Company, Spokane, Wash. The following quotation from Phillips Brooks is printed in Old Style English, with an initial, among the ecclesiastical embellishments:

O do not Pray for easy lives: Pray to be stronger Men. Do not Pray for tasks Equal to your powers. Pray for Powers Equal to Your Tasks: Then the Doing of your work shall be no miracle. But You shall be a Miracle. Every day you shall wonder at Yourself, at the Richness of Life which has come to you by the Grace of God.

There seems to be a certain method behind this extraordinary capitalization and punctuation of this fine quotation. Whether Phillips Brooks was responsible for it or not is a question. It would seem, however, that no particular rule is followed, whether of contrast between those things the preacher considers the more important things and those he shows to be inferior, or as regards any other rule of uniformity.

Some Notes by the Editor of Publicity Department.

The National Association of Managers of Newspaper Circulation met in Toronto the first week in June. The following is from a circular circulated by the Toronto Circulation Managers' Association:

Toronto is beautifully situated on Lake Ontario—not so much on it as to endanger life, but just comfortably next to it. It has miles of trolley, exceptional boating advantages, parks and drives innumerable, and some remaining ruins of a $12,000,000 fire. We will show you the sights each day after school is out.

The dominant feature will be business—after hours, pleasure.

As some of the members from small places like New York and Chicago might get lost in a big city, one or more of the local committee will meet your train.

We want you for business reasons—we want your wife for social reasons. If you haven't one, get one before June 6th.

The last sentence is surely a fine specimen of what Prof. Scott calls "the direct command." It is only equaled by the following:

"In the morning ask your servant to go to the refrigerator and get a bottle of R—R—S—. If you haven't got a servant, go and get it yourself."

The star feature of the entertainment accorded the circulation men was a banquet tendered visiting members at the Hotel Brant, Burlington. The first toast was, of course, "The King and President," whose names on the toast-list are followed by the significant line, "Daily Average, 500,000,000 subscribers."

It's the printers' turn next. They are coming from all over to Toronto next month. It will be a big convention. If this kind of weather holds, you needn't bring your furs. In any event, a warm welcome is assured.

The letter of Will K. Davis in last month's NATIONAL PRINTER-JOURNALIST contains criticism of the regular departments, such as have, I believe, been invited by the editors of all these departments. Therefore, none of us has the least occasion to be sore. We are getting what we give, and getting it, too, in all probability, in exactly the same spirit—that which has as its basis the fact that the man who tells us of our faults is our friend, if he tells of them in a friendly way—sometimes if he doesn't. But just as we welcome a defence against our criticisms by those whose work we adversely mention, Mr. Davis will doubtless appreciate an answer to his remarks concerning the repetition to which we are prone. I am quite aware that we do that which Shakespeare is said never to do, and I am sure Mr. Fitz Gerald and Mr. Copper are aware of it too. But this is the reason:

We are conducting a little school—to use the diction of a former conductor of the Review of Job work. We receive a question from a pupil concerning a certain style of work. There is just one answer to that question, in our opinion, or in our actual knowledge. We give it. Next month, or next year, another pupil asks us the same question, or sends a job for our criticism which has exactly the same fault as one which was sent by some other student. We don't give a new answer—that would be inconsistent and wrong, unless our opinion has changed. We don't ignore the question—that would be impolite, at least—or if we do, it's because there is not space. I know of one case where a job has been sent me for criticism, whose only fault was one which had been pointed out before. Being sure, in this case, that I was right, I strongly repeated my previous assertion. Now that fault never appears in any of the work this student sends me. We are not, any of us, writers of pretentious essays, in which repetition and redundancy should be avoided, unless they add to their rhetorical force. We are simply teachers—and in a class where a pupil makes the same error he made in a previous session, or does not know how to do a sum that was explained at a time when he was away, or when his attention was fixed on something else, it would be a poor teacher who would not take a little time to set this one right, even though the ninety-and-nine who know all about it might be a little bored. To be anything of a successful teacher, with anything like a large class, one simply *has* to repeat, though no doubt it is trying to the brilliant or well-posted student who has heard it all before, or who knew it long ago. He is the one who, if he has anything new or important to tell the class, will find teacher and scholars ready and willing to listen and learn.

I wish to thank C. R. Beran, of Denver, for his kindness in sending me a copy of that superb collection of the work of an artist-compositor, "Beran: Some of His Work." This splendid book calls for more comment of a commendatory nature than space permits of this month. It will be referred to again.

ORDER FOR GOVERNMENT PRINTING PLANT AT PORTO RICO GOES TO THE KEYSTONE.

Porto Rico is the second of Uncle Sam's new possessions to get a Government printing plant. The first was installed in the Philippine Islands some four years ago, and has filled an important mission in Americanizing the natives of those Islands, to say nothing of developing and facilitating the business of the Government there.

Unlike the Philippines, which received their printing plant all at one time, Porto Rico started years ago in a small way to do such Government work as could be turned out with its very limited facilities. The demand for printing and binding has steadily grown and the little print-shop originally occupying a corner in the Postoffice Building, has been added to from time to time and has increased in importance until now the Hon. Regis H. Post, Secretary of Porto Rico, has recognized the need of an up-to-date plant of sufficient size to properly meet present requirements at least, and early in June instructed Mr. Thomas Green, Public Printer of Porto Rico, to proceed to the United States and purchase type, supplies and machinery necessary to equip a printing and binding factory at San Juan for turning out the Government's printed matter.

Mr. Green arrived in New York about June 20th and after inspecting machinery, furniture, type and supplies of various manufactures called for bids, and on the 27th awarded the contract for the entire plant to the Keystone Type Foundry, of Philadelphia, New York and Detroit. He returned to San Juan the latter part of July, accompanied by mechanical experts who will assist him in installing the new machinery, and in the early fall the Islanders will see for the first time a modern printing and binding plant in full operation, and the Government will realize the convenience and benefit of its new departure there.

BUSINESS NOTES

This Department is conducted for the benefit of advertisers, and expresses their claims and views

The Oswego Machine Works send a couple of new catalogues that present in a most attractive manner the famed cutting machines of the company's manufacture. It is pleasing to contemplate how attractive and artistic advertising has become in the past few years.

The Challenge Machinery Company take a just pride in the sending out of artistic printed matter. Their latest catalogue, that has recently reached this office, is up to the highest standard. It informs by its text and shows by its illustrations all that pertains to the popular manufactures of that widely-known establishment. At the same time the booklet is a model for the job printer and speaks volumes in its mechanical finish of the perfection of the Challenge presses, on which it was printed.

The "Century Expanded," by the American Type Founders Company, this month, needs no commendation, it speaks in its own praise. The "Century" has proved to be one of the most useful types and the American Foundry can do printers no greater service than constantly to stir up their minds by way of remembrance as to its good qualities. As we have taught elsewhere in this issue, in our talk on "Gumption in Dull Times," we deem it wise for printers to be arranging for new types and machinery with which to help to secure and take care of the increased work of the approaching Fall.

"The Monotype" is a most attractive book in paper covers with embossed title, that reaches our table just as we are going to press with the last form of our August issue. The letter press is especially worthy of commendation for its mechanical excellence. It is a descriptive catalogue that describes, illustrates and shows. The illustrations on tinted plates are delicate, perfect and tasty, as are the initial letters. The matter is all set on the Monotype and the "examples" of composition are a delight to the eyes and full of suggestion and instruction for the genuine printer who is an artist in the craft.

The readers of the NATIONAL PRINTER-JOURNALIST will be interested this month in the description given in the Mergenthaler Linotype insert, of the "Rogers' System of Linotype Rule and Figure Work." The two pages of tablework shown, strikingly illustrate what can be accomplished by this system. It is not only something new but a distinct advance in machine composition. With this system the highest grade of tablework can be done on the machine and at low cost. It was invented by Mr. J. R. Rogers and adopted by the Linotype as an invention of great practical value and the appliances for this work are quickly applicable to all existing linotype machines. Study the pages mentioned.

The "French Plate" and "Wedding Plate" are two new series of type by Barnhart Bros. & Spindler. These are built on the plan of Tiffany's new text—we show two lines of the type herewith, one italic and the other upright. We are going to presume—though we have no information on the subject—that the "French Plate" is named after Mr. French, who has charge of the correspondence of the company, and who is honored by printers wherever he is known. We admire the result of the work shown in these two faces of type but no more than we admire the man in whose honor we have presumed the one face to have been named. If

National Printer Journalist
Trade Journal Issued Every Month

Tiffany Upright
The Latest American Script Design

these types prove as serviceable to printers as he has proved to his company, all who use these types may be assured of adding fortunes to prosperity.

The Queen City Printing Ink Co. of Cincinnati, in the midst of the complaint of dull business from many people, are kept very busy filling increasing orders. The printing ink manufacture and trade seems to be like the electrical business, one has to be up and at it all the time or soon be left by the wayside. Recognizing this fact, the Queen City people, who do not want or expect to bring up the rear, are always trying to make their products better than ever before and to keep the printers thoroughly informed of this fact by "showing them" through most attractive and convincing examples, specimens and advertising. Their strikingly pleasing advertisements have become a welcome feature of the leading papers of the craft. Their "Ink Beasts' Parade" that has been running several months through the trade journals are attracting increasing attention. There is in each novelty and brightness that command pleased attention every month, besides, these designs, as printed, show off colors to such an excellent advantage as to prove informing and enlightening as to the quality and possibilities of the inks

used on and exhibited thereby. The one appearing in this issue of the NATIONAL PRINTER-JOURNALIST is certainly a "cracker-jack" and deserves study.

The Giraffe, in all his altitude, will appear in the September issue and the "Parade" will continue for several months. Our experience is that these animal figures, in their bright colors, attract the laity as well as the artizans, especially is this true in advertising departments of large establishments, and we have seen the NATIONAL PRINTER-JOURNALIST passed around to a half-dozen in a business office, just for each to have a good look at the Queen City advertisement. These ads awaken curiosity and lead to inquiry by customers as to whether they cannot have some of this ink on their printed matter.

GUMPTION IN DULL TIMES.

A TALK BY THE EDITOR.

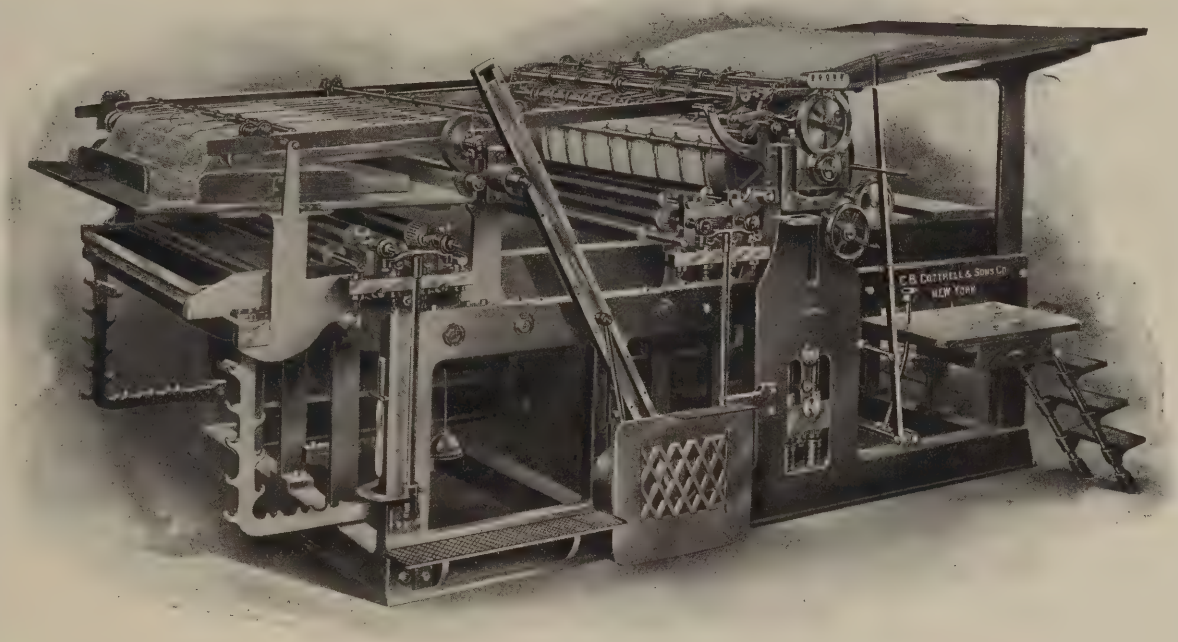
August is generally considered a dull month for business. If such should prove to be the case it is a good month in which to make plans for the future and to take an account as to causes of failures or any lack of efficiency in the past. It is the time for the use of gumption and for its cultivation and the providing means for its use.

Gumption is one of the most valuable assets in a newspaper or printing office. In tracing the derivation, or comparative words in different languages, we have from Webster, for this expressive word: "to understand," "to look after," "to regard or observe," "care," "to attend or provide," and then as the present meaning: "capacity," "shrewdness," or colloquially "address" and painting "the art of preparing colors." The newspaper man or printer is ever preparing attractive colors. Gumption, as applied to both newspapers, and printing offices, includes all that has been enumerated in its derivation, and all these are necessary to its perfection. There must be first a thorough understanding and quick judgment. Then there must be a close looking after, a careful "regard" aided by observation and experience. "Care" must follow and a wise providing in advance for performance and against accidents. From all these come the capacity or shrewdness or the ability to size up a situation quickly and then to act promptly. Gumption may be considered, in one sense a habit or faculty of the mind but it is a faculty that is cultivated and made available by all that has been indicated. One must thoroughly know his ground and understand instinctively his resources and possibilities in order to decide quickly how to take a new tact and to act wisely and successfully. He must not only "understand" himself, but those with whom he has to compete, and the possibilites that he has to meet. Just the other day, we put in a bid for a job of work in which bid, we did not exercise gumption, and were underbid. It was a job which, with the press facilities at hand, had to be run in two forms making double presswork. We figured a low price for the presswork under the conditions, but did not use gumption in the consideration of the fact that competitors had presses available on which the job could be run at one time. We did not immediately estimate our own weakness as compared with the strength of competitors. By a little gumption the job could have been secured and a little profit made in dull times. This principle of gumption is frequently a very large item in the pressroom in the matter of seizing upon the most economical manner of running a job or of combining two jobs so as to run both at the same time. Where there is close competition or when business is dull, it is necessary at times, instantly to drop preconceived notions or the old methods of figuring, get out of channels through which business has been expected to be secured and to use gumption in devising new ways; to forget the idea that every class of work must cost just so much in the press or composing room, and seek ways to aid in pushing jobs through the office so as to secure the work and the right profit even at the lowest price. When advertising is dull, gumption must be used to devise new schemes to secure more advertisements in a wider field, even if each new advertisement is very small, so that the aggregate of revenue is kept up and the advertising rates are not cut. This can sometimes be done by getting up a business directory to be run in small squares in the paper and then to furnish cardboard sheets of the directory to each advertiser to be hung up in offices or stores. The wits must be kept at work as to job department also. We once bridged over a dull time in our printing office at Red Wing, Minn., by getting up two hundred thousand letterheads for different business men in villages along a line of railroads, advertising on the back at top, the advantages presented by each village and, underneath, giving a directory of the firms using the letterheads. There are a hundred ways to secure or to increase business that will occur to the active minds of the calling, where the right kind of gumption is possessed.

This same need of gumption and its proper exercise runs through every branch of the business. Gumption must be used in meeting arguments while soliciting advertising, in plans for securing new subscribers, or retaining old ones; in keeping the paper filled at times, when there seems to be a dearth of news, with live matter that will command attention, please and keep up the interest in every issue of the paper. There are rules and underlying principles, ever useful as guides, but one must have the power to adapt these to circumstances, and even to depart from them and from the course of action seemed to be required thereby, whenever necessary to legitimate success.

To refer back to our first thought of making plans in dull times for increased business; to advertise and to make out a system of advertising for the future are among these plans. It has been said, that the months not to advertise in are the months you do not care to do business. It might have been added, that the months, following those in which you do not advertise, you will not do business or, at least, do much less business than you had hoped. An advertising campaign is just as necessary for a newspaper or printing office as for any other business or industry. While there should be no let-up in advertising at any time, dull times may be most profitably used in planning, getting up, and printing attractive advertising matter to be used later. Careful thought should be given to, and care and system be used in, advertising as in everything else. All that goes out as advertising from a printing office should be of the highest quality of workmanship, and if possible of a character that will suggest to business men the idea of getting out something of equally high character. A printing office is largely judged as to its ability for work by its own advertising matter.

It is scarcely necessary to add here, that now is a good time to look after improvements in the equipment of the office; to consider what machines have lost their money-earning ability, and may be discarded for improved machinery; what worn out type should be exchanged for new and up-to-date fonts. New type and new machinery, properly shown on printed matter in the one case, and properly exploited as to both, afford the most effective business-winning advertising.



The Cottrell High Speed Two Revolution Press

Specially designed for the exacting demands of three-color printing where perfect register is absolutely necessary. New features have been added for facilitating the production of the finest work.

¶ The press is furnished with our Patent Convertible Sheet Delivery which can be set to deliver the sheets printed side up, or it can be changed to the regular fly delivery in five minutes time. The convertible delivery is operated by a variable speed crank motion which dispenses with the fly spring, thus saving the power required to compress the spring, at the same time making the motion more simple and convenient.

C. B. Cottrell & Sons Company

41 Park Row, New York **279 Dearborn St., Chicago**

Berlin
Ink and Color Company

PRINTING INKS

News and Poster Inks
Cut and Special Inks

LITHO INKS

Book and Job Inks
Bronzes and Dry Powders

Eleventh and Hamilton Streets, Philadelphia

Chicago: 188 Monroe St. Detroit Indianapolis Richmond, Va.

Wants and For Sale.

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office no later than the 20th of the month preceding date of publication. Cash must accompany order.

FOR SALE—PRINTING MATERIAL

FOR SALE—Only printing business in New Hampshire town of 5000. Connected with Newspaper. Up-to-date plant, three presses. Price $3300, $2300 cash. Address, R. E. F., care National Printer-Journalist.

FOR SALE—Four roller, two revolution, back delivery Potter press, bed 40 x 53 inches. A bargain. Address, "R. P.," care National Printer-Journalist.

FOR SALE—Forty per cent of the stock of a prosperous Texas weekly and daily. A good dividend payer and purchaser gets management of the Business. Full details to those who mean business. Good reasons for selling. Address, Texas, care National Printer-Journalist.

ELECTRO COPPER-FACED TYPE. Empire Type Foundry, Delevan, N. Y.

MISCELLANEOUS

A COLD SIMPLEX STEREOTYPING OUTFIT, $17.00 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

ANYBODY CAN MAKE CUTS with my simple transferring and etching process. Nice cuts, from prints, drawings or photos, are easily and quickly made by the unskilled on common sheet zinc. Price of process, $1. All material costs at any drug store, about 75 cents. Circulars and specimens for stamp. THOS. DAY, Box P, Windfall, Ind. My Simplex Mailer only $2.50, send for circular.

THE VAN BIBBER ROLLER CO., Sixth and Vine Sts., Cincinnati, will give you *the best rollers* that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in presswork than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

SOUTHWESTERN WEEKLY

without competition in field reaching forty miles every direction. Equipped with five presses. Gets all county patronage as it is only paper in county. Being Independent receives both Democratic and Republican patronage. 1904 returns to owner for time and investment were $2816.85. Will be sold for $3000.00; ⅔ cash, balance deferred. Healthy location at high altitude. Proposition No. 90.

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277 Broadway, NEW YORK

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SHOULD USE
GLOSSOID BRANDS
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STAR ENGRAVERS SUPPLY CO.
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THE GIRL WANTS TO

tell you that pictures made on *Crown Engraving Plates* are exactly suited to newspaper illustrating. No blurred, imperfect or indistinct lines, no tedious or troublesome chemical processes, no time wasted, but the best, the quickest, the cheapest, the only thoroughly satisfactory method of making cuts.

¶ Used by the largest daily papers, used by weeklies; used in every State and Territory; used in every country on the Globe. Correspondence with artists solicited. For prices and detailed information,

ADDRESS

HOKE ENGRAVING PLATE CO.

Patentees and Sole Manufacturers

ST. LOUIS, MO.

111 Fleet St., E. C. London, England

YOU'LL LIKE MY STYLE

¶ The Editor needs my **STYLE CARD** on his desk to assist him in preparing copy
¶ The Compositor should have a copy of my **STYLE CARD** hanging near his case to answer the many questions of style which arise daily. It makes your proof cleaner
¶ The Proofreader will find my **STYLE CARD** a valuable help in harmonizing the style of the office. Insist on its constant use
¶ The Reader will note the improvement in your paper if you use my **STYLE CARD**
¶ Printed on heavy cardboard, with round corners, punched for hanging in a convenient place. It become a necessity as soon as seen
¶ One for 10 cents; three for 25 cents

E. S. Hanson, 1524 E. Ravenswood Park
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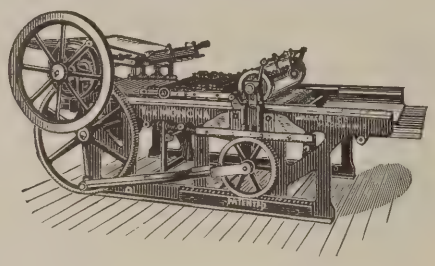
TWO GREAT PRESSES

THE MONONA LEVERLESS
AND
THE NEW WONDER



For News, Poster and Book Work.
Unapproachable as savers of Time, Money, Worry.

Mid-Summer Clearance Sale of Washington, Ideal and Cylinder Presses—Immense Bargains.

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W. G. WALKER & CO.

DEPT. N, MADISON, WIS.

CHARLES L. PAGE
Rubber Stamps
218 LA SALLE ST., CHICAGO

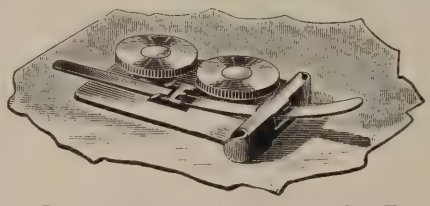
I will send you a stamp like this,

PAST DUE!

☞ *This Account has no doubt escaped your notice. Will you please favor us with a remittance by return mail and oblige* **on receipt of 25 Cents.**

Save stoppage on your job presses by using the

DOUBLE-GRIP GAUGE



The strongest fixed gauge ever invented and the thing for 10-ply cards and other heavy stock. No glue. Adjustable.

Do your sheets stick to the form? Try Megill's Improved Gripper Fingers. Do you find it impossible to get perfect register at high speed? Write about Megill's Automatic Register Gauge.

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THE BLACK-CLAWSON CO.

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BUILDERS OF

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INK MILLS

SATURATING AND DRYING MACHINERY

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FOR Compositors and Pressmen. "Helps and Hints for Printers." Thirty-two pages, 3 x 4½ inches, just right for vest pocket. Tells how to simplify advertising and job composition. How to make ready half-tones, jobs, etc. A novel overlay process. Care of rollers, reviving old ones and doctoring sticky rollers. A dozen or more formulas for ink reducers and dryers. Reviving copying ink and tablet glue. Making gold sizing of any ink. How to kill electricity in paper. A simple stereotyping apparatus in your own office. How to make zinc plate and the whole story of embossing. Many other valuable hints. 25 cents.

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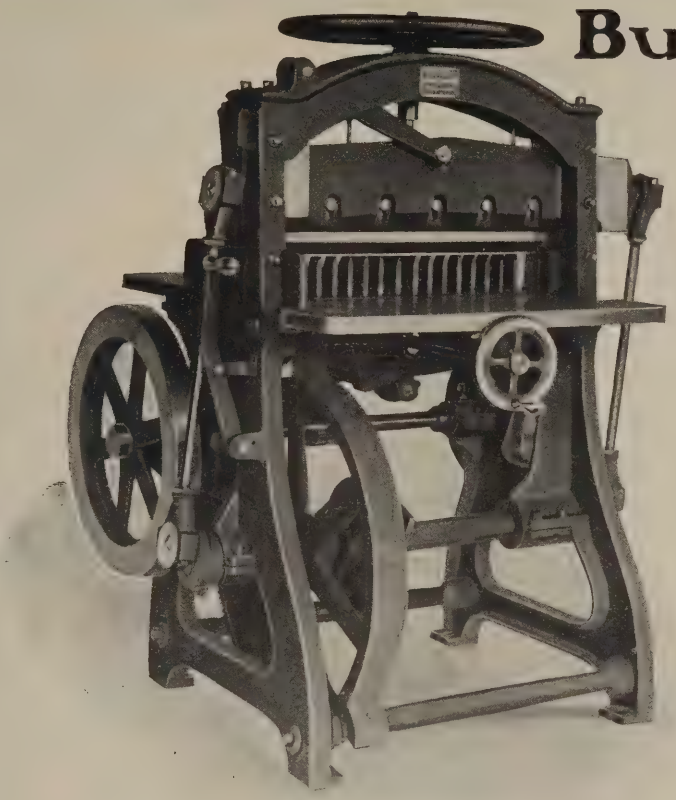


Built For Printers

We had the average printer's requirements before us when we designed and built the

IMPROVED KEYSTONE

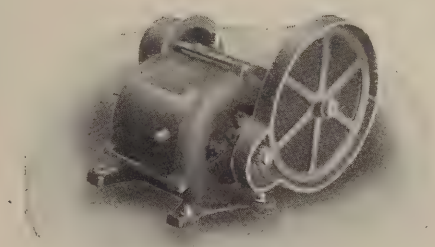
30-Inch Screw Clamp Cutter

and so made it is as strong, swift and durable, as compact and as efficient as is possible. It cuts as accurately as the highest priced machines, and has all the up-to-date attachments and adjustments

ASK FOR PRICE.

The Standard Machinery Company
CHAS. E. WHEELER, Gen. Mgr. and Treas.
Builders of Improved Sanborn Machinery for Printers, Lithographers, Bookbinders and Box-makers
Main Office and Works - MYSTIC, CONN.
New York Office - - 88-90 Center Street
Address all Correspondence to Main Office

LINOTYPE MOTOR

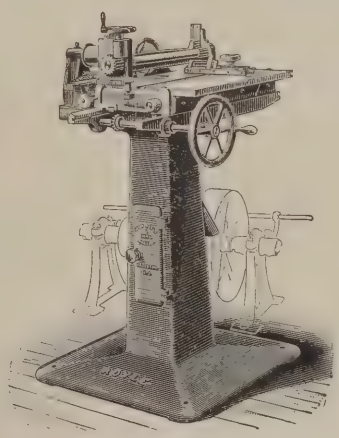


½ H.-P. Capacity.

JUST THE THING FOR PRINT SHOPS

A Single-Phase Alternating Current Motor to run your Linotype Machine. Ratio of back gearing and dimensions of pulley especially designed for this service. Also larger sizes up to 40 Horse-power. Write for Bulletin No. 68.

WAGNER ELECTRIC MFG CO.
ST. LOUIS, U. S. A.



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JOHN ROYLE & SONS
Paterson, New Jersey
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The J. L. MORRISON CO.

Manufacturers of

"Perfection" Wire Stitching Machines

Have removed their office to larger premises

143 Worth Street - - New York

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A Journal of the PRINTING TRADES

EVERY ISSUE CONTAINS

Information on Trade Matters
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Hints on Every-day Work
Reproductions in Colours and Monochrome with every issue, showing modern methods of illustrating
All about New Machinery and Appliances
Descriptions of Improved Methods of Work
Specimens of Job Work, Original Designs

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Dirt Cheap

If you buy soon,
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Irrigated Lands
Farming Lands
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Rice Lands
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in the

Santa Fe Southwest

Write to-day to Wm. Nicholson, Gen. Colonization Agent, A. T. & S. F. Ry., 1117 Railway Exchange, Chicago

THE ONLY MACHINE WITH A LOW PLUNGER

The WETTER

Is the only TYPE-HIGH numbering machine that can be worked on either a cylinder or platen press.

A TYPE-HIGH Automatic Numbering Machine. Locks up in the form like a slug or cut. No attachments of any kind are necessary to operate it. Automatic from 1 to 100,000. Will number anything. Compact and small enough to lock up with type matter permitting of Printing and Numbering at One Impression.

EVERY TYPEFOUNDER AND DEALER CARRIES IN STOCK AND ENDORSES THE "WETTER"

THE WETTER NUMBERING MACHINE CO., 331-341 Classon Ave., BROOKLYN-NEW YORK, U. S. A.

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Inkoleum is a pure colorless liquid and does not affect working properties of inks like paste compounds introducing foreign matter, wax, tallow, etc., which lessens strength of color. **Inkoleum** spreads pigment evenly and gives best results. Try it and note the difference.

Ink Reducer and Dryer

INKOLEUM

THE OLDEST AND STILL THE BEST

PRICE 50 CENTS. NO SAMPLES.

Use Inks of heavy body and reduce with **Inkoleum** as paper requires. Thin inks are reduced with varnish and color weakened. **Inkoleum** will start your presses cold mornings without washup. The only reducer **sold by supply houses** everywhere. That tell's the story.

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DESIGNERS AND PROCESS ENGRAVERS

HALF-TONE AND ZINC ETCHING.

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Common-law principles only discussed.

Good in any State.

By D. M. BUTLER
Editor Nebraska *Legal News.*

Send for a copy—25 cents—to LEGAL NEWS, Lincoln, Neb.

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CITY OF NEW YORK

Borough of Brooklyn

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JENNEY ELEC. MFG. Co., Indianapolis, Ind. Motor Specialists for printers and engravers.

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BATES MANUFACTURING Co., 83 Chambers St., New York. Chicago, 304 Wabash Ave. London, England, 34 Queen St., Cheapside. E. C. Factory, Orange, N. J., U. S. A. Sole manufacturers of Bates and Edison Automatic Hand Numbering Machines. No connection with any other firm of similar name.

Send for Booklet 12. All first-class stationers and rubber stamp manufacturers sell these machines.

WETTER TYPOGRAPHIC NUMBERING MACHINES to print and number at one time. 331-341 Casson Ave., Brooklyn, N. Y. Sold by all dealers.

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CHALLENGE MACHINERY Co., factory, Grand Haven, Mich., warehouse and sales-rooms, 127-129 Market St., Chicago, Ill.

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DUPLEX PRINTING PRESS Co., Battle Creek, Mich. Flat-bed perfecting presses.

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SCOTT, WALTER, & Co., Plainfield, N. J.

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AMERICAN TYPE FOUNDERS Co., original designs, greatest output, most complete selection. Send to nearest house for latest type specimens.

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UNITYPE Co., THE, 150 Nassau St., New York; 200 Monroe St., Chicago.

WOOD & NATHAN Co., 1 Madison Ave., New York City. Sole Selling Agent The Monotype Machine.

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HAMILTON MANUFACTURING Co., main office and factory, Two Rivers, Wis.; eastern factory and warehouse, Rahway, N. J. Manufacturers of wood type, cases, cabinets, galleys, etc.

¶ Absolute register and perfect distribution can be assured upon a Hoe Stop Cylinder Press. There are some jobs that require double rolling upon a 4 roller two revolution that can be satisfactorily run upon a six roller Hoe Stop.

¶ In a battery of four or more modern presses doing fine printing, a Hoe Stop will more than hold its own as a profit bearing proposition. High grade work cannot be fed to register beyond the capacity of a Hoe Stop.

¶ This press has six form rollers with vibrators and riders, table and cylinder distribution, roller trip, tapeless delivery, four tracks, is thoroughly built from base to feed boards. Will be erected upon your floor at our expense upon sixty days trial for $1500 (cost new $4500) with the understanding that it is to fulfill our guarantee in every particular.

Conner, Fendler & Co.,
New York City.

CHAS. HELLMUTH

Manufacturing Agent of the United States for

KAST & EHINGER

Manufacturers of

Printing Inks

OF EVERY DESCRIPTION

Three-Color Process and Proving Inks a Specialty
Importers of Bronze Powders and Lithographic Supplies

Awarded the Grand Prix of St. Louis Purchase Exposition for Excellency of Inks

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FOR ALL CLASSES OF LETTERPRESS WORK

Our New Sheet Delivery

Which delivers the sheet PRINTED SIDE UP or DOWN, as may be desired, we put on all our presses, with the exception of the "Job and News" and the smaller sized "Pony." This adds but little to the cost of the press to the purchaser—and is a great convenience.

THE MIEHLE STILL LEADS

WINNER OF THE GRAND PRIZE
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SOUTH SIDE OFFICE, 274 Dearborn Street

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NATIONAL PRINTER-JOURNALIST

CHICAGO

NEW YORK

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CHICAGO

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Many excellent men have been found
on both sides of every political controversy
and the truth is very often in the middle
—Erskine

J. W. BUTLER PAPER CO. - CHICAGO

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BLOMGREN BROS. & CO

ENGRAVING. CHICAGO ELECTROTYPING.

is the most Reliable Firm to send that order to.

THE LINOTYPE

ALWAYS PROGRESSIVE

New features are constantly being added that enable Linotype users to do BETTER WORK AT LESS COST

LATEST IMPROVEMENTS

ROGERS SYSTEM OF RULE AND FIGURE WORK

Will save Time and Money. Tables containing rules composed as rapidly as those without. It will pay you to investigate. Send for full description.

PRICE - $150.00

AUTOMATIC QUADDING ATTACHMENT

Consists of a movable right-hand jaw which closes in on every unfinished line. A great time saver on questions and answers, poetry or broken lines.

PRICE - $125.00

NEW RECESSED MOLD

Weight of slug reduced one-third. Expense of keeping matter standing lessened. Less air to be displaced from mold, thus giving more solid and perfect slug.

PRICE - $60.00

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NEW YORK CHICAGO SAN FRANCISCO NEW ORLEANS

Sanders makes a specialty of Engravings for Newspapers and Publishers.—Write for our New Book of Engravings.

Hamilton's Quality is the Best!

The Quality of Others "is Different"

We are the originators of Flat Steel-run construction, and have used such runs in our cabinets for fifteen years. Our Steel-run Stands are built on this plan and always have been so constructed. Our methods and goods are being imitated and copied all over the world, but the quality of our goods is not being equaled. *An imitation is always an inferior article.* We do not imitate, we leave that to others; we originate, and our catalogues and circulars will prove this. Where do you gain when you buy the imitation article at the same price? You don't gain, YOU LOSE. Why buy the second best when the best costs you no more?

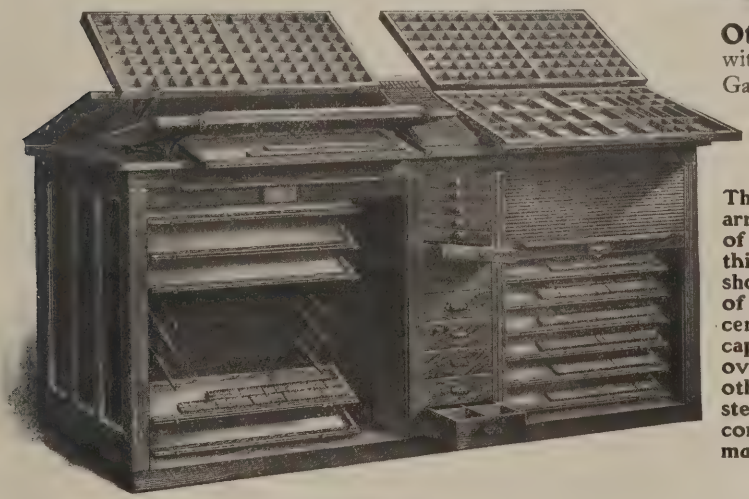
The Manitowish Type Cabinet

This is not the "common kind"

WE show here a new and greatly improved Type Cabinet which contains many *new* features, and combines all the *best* features of other popular type cabinets. One side contains *sixty* full-size California job cases, all within typesetting height. The cases are of varying depths, same as the Unit Cabinet.

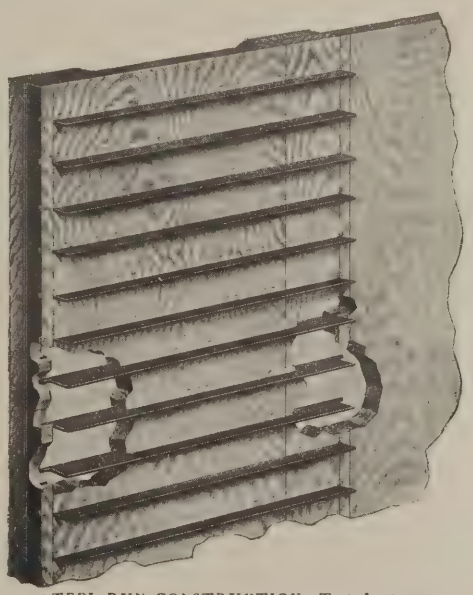
A series of six *Sort Drawers* runs through the cabinet and can be drawn from either side. Notice the six *Inclined Galley Drawers*, accessible from either side, an entirely *new* feature.

No other cabinet possesses the *new* and *novel* feature of *wiring for electric lights*. Provision is made for four bulbs to light the sixty cases in the body of the cabinet.



Other New Features—Two Galley Compartments with *Spring Roll* Curtain fronts, secured by Yale locks; Galley Dump, with *Adjustable* Lead and Slug Bank and two working spaces; Extension Front, with our new *Improved Flat Steel Runs.*

The arrangement of cases in this cabinet shows a gain of 25 per cent. in case capacity over any other steel-run construction made.



STEEL RUN CONSTRUCTION—Tested 15 years.

The Manitowish Type Cabinet comprises every feature found in the Polhemus, Porter and Unit Type Cabinets, besides several new features in type cabinet construction.

Price - - - $165.00 Subject to usual discounts.

Extra for brass lining two working spaces on dump, $ 8.00
Extra for brass lining six galley drawers - - - 18.00

For Sale by all First-class Dealers

Manufactured Exclusively by

The Hamilton Manufacturing Co.

Main Works and Office
Two Rivers, Wisconsin

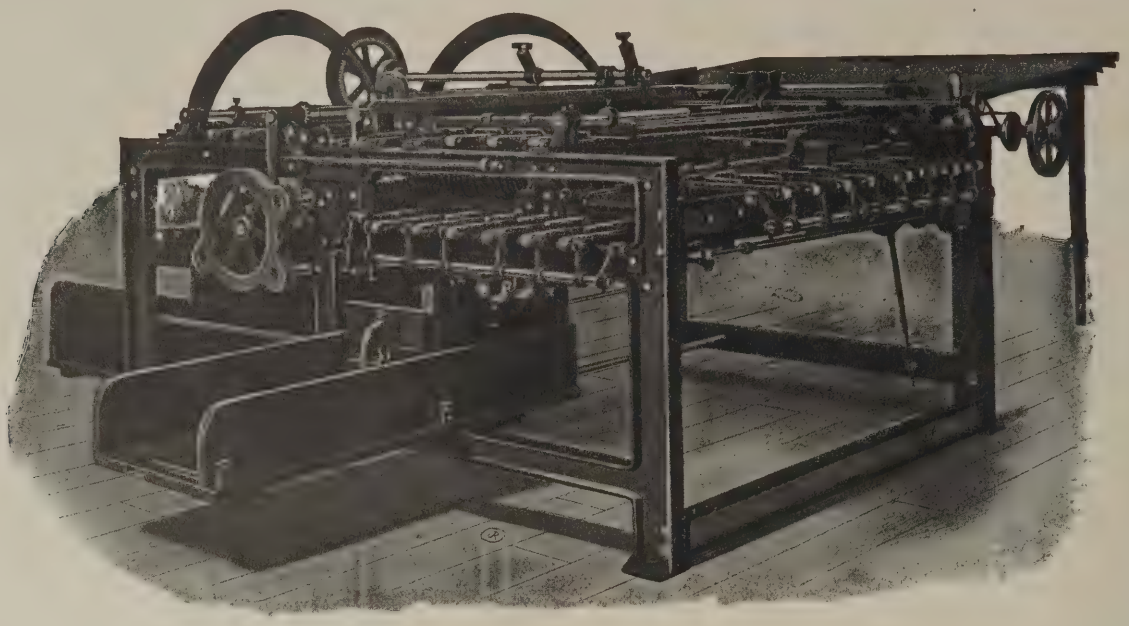
SEND FOR LATEST CATALOGUES

Eastern Office and Warehouse
Rahway, - New Jersey

A SEVENTY-TWO PICA PRINTERS' LINE GAUGE FREE FOR THE ASKING

When You Buy
Investigate

New Model Jobbing Folder



The above machine will fold not only periodical work but the finest catalogue work. It has Automatic Registers at all folds. Automatic Sheet Retarder and Head Perforators that overcome all "buckling."

Made by BROWN FOLDING MACHINE CO.
ERIE, PENNSYLVANIA

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Designs for all Purposes

Engraving by all Methods

GLOBE ELECTROTYPE CO.

GLOBE ENGRAVING & ELECTROTYPE CO.
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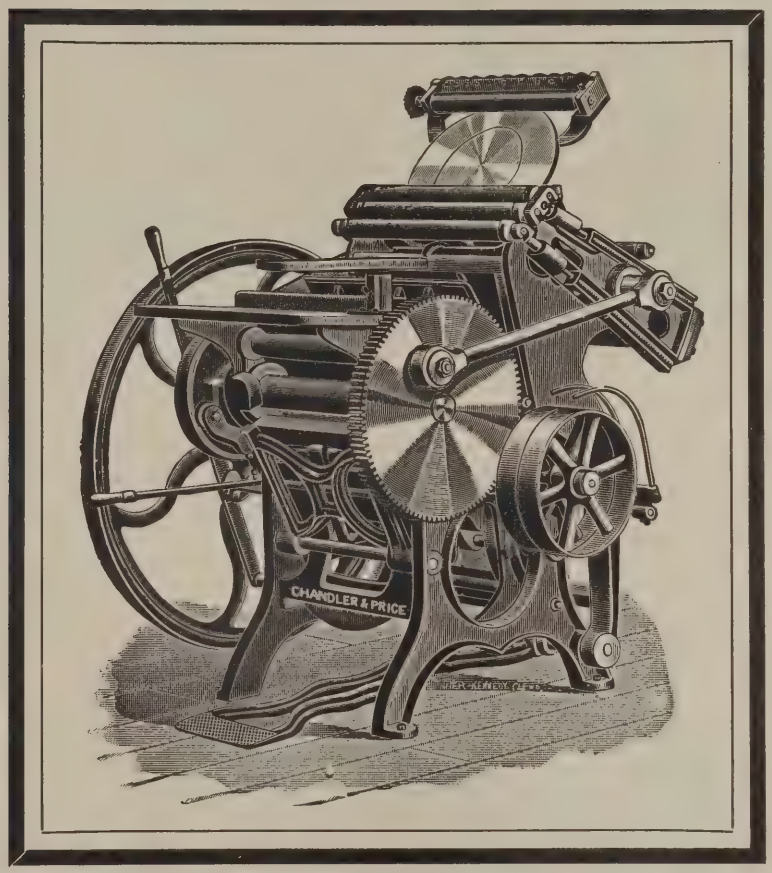
GEO. H. BENEDICT & CO.
ENGRAVERS

Largest Electrotype F'd'y on Earth

Samples and Estimates on Request

The Chandler & Price Gordon

is the most simple, most durable and most satisfactory platen press on the market



The busy hum of thousands of pressrooms testifies to the money-making qualities of The Chandler & Price Gordons.

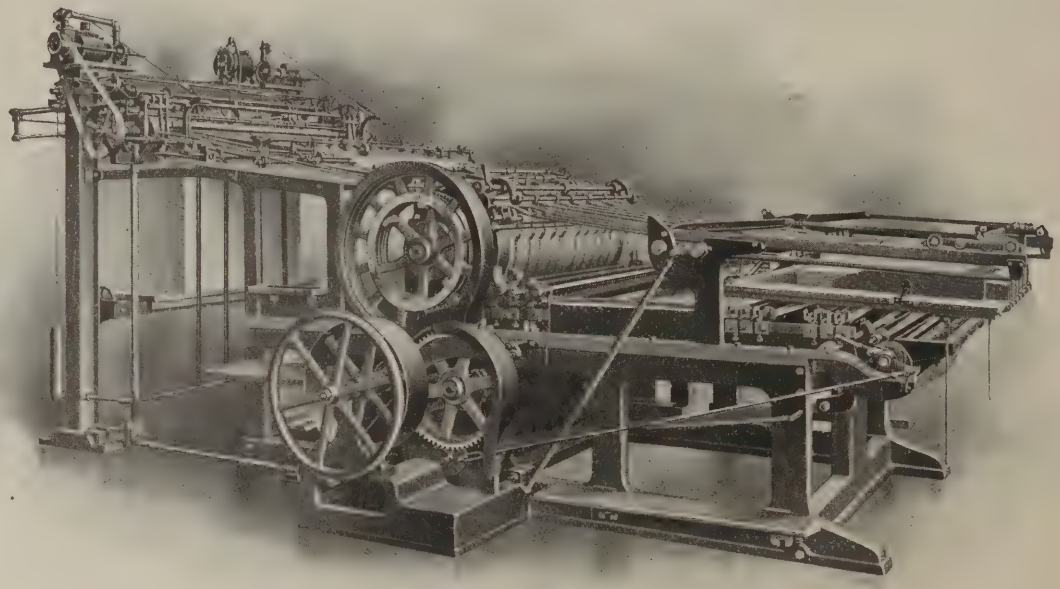
¶ Write for Booklet.

The Chandler & Price Company

Manufacturers of High-Grade Printing Machinery

Cleveland, Ohio, U. S. A.

Fuller Folders *and* Feeders

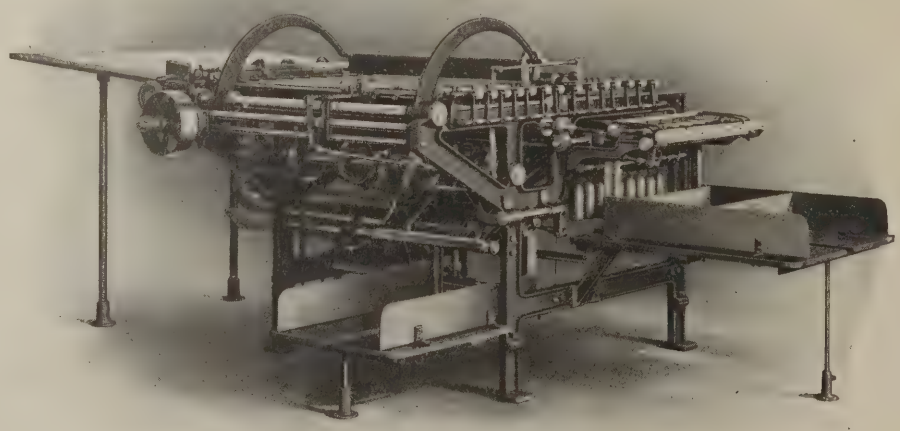


FULLER AUTOMATIC FEEDER FOR PRINTING PRESS

We guarantee an increase in production of ten to twenty-five per cent over hand feeding, absolutely perfect register and a saving in wastage of paper.

We make Automatic Feeders for all kinds of machines designed to handle paper in sheets

THOUSANDS IN SUCCESSFUL OPERATION



FULLER COMBINATION JOBBING FOLDER

Handles sheets from 12 inches by 16 inches to 38 by 50 inches, in any weight of paper without wrinkling or buckling. Folds and delivers 8, 12, 16, 24 and 32 pages, book or periodical imposition. Also long 16s, 24s and 32s, 2 or more "on."

E. C. FULLER COMPANY

Fisher Building
CHICAGO

28 READE STREET
NEW YORK

FACTORY
Brooklyn, N. Y.

The Monotype Alone is Modern

The Experience of the Norwood Press with the

MONOTYPE

See Mr. Cushing's Letter on page four of this insert

WOOD & NATHAN CO.

Sole Selling Agent

I MADISON AVENUE, NEW YORK

CHICAGO . . . . . NASHVILLE

334 DEARBORN STREET 311 CHURCH STREET

HADWEN SWAIN MFG CO

PACIFIC COAST REPRESENTATIVE

215-217 SPEAR STREET, SAN FRANCISCO

THE MONOTYPE

SOME INTERESTING FACTS

FACT I

The Norwood Press is, beyond all peradventure, one of the most notable printing establishments in America. Indeed, its fame as a producer of finely printed books is world-wide.

FACT II

Last March Mr. J. Stearns Cushing, after having thoroughly investigated machine composition, decided that the Monotype was the machine best adapted to the needs of the Norwood Press, and ordered two Monotype equipments.

FACT III

Exactly two months later Mr. Cushing found, to use his own words, that the only trouble about his Monotypes was that he had not enough machines.

FACT IV

Mr. Cushing ordered two more full equipments to be delivered at the earliest possible moment.

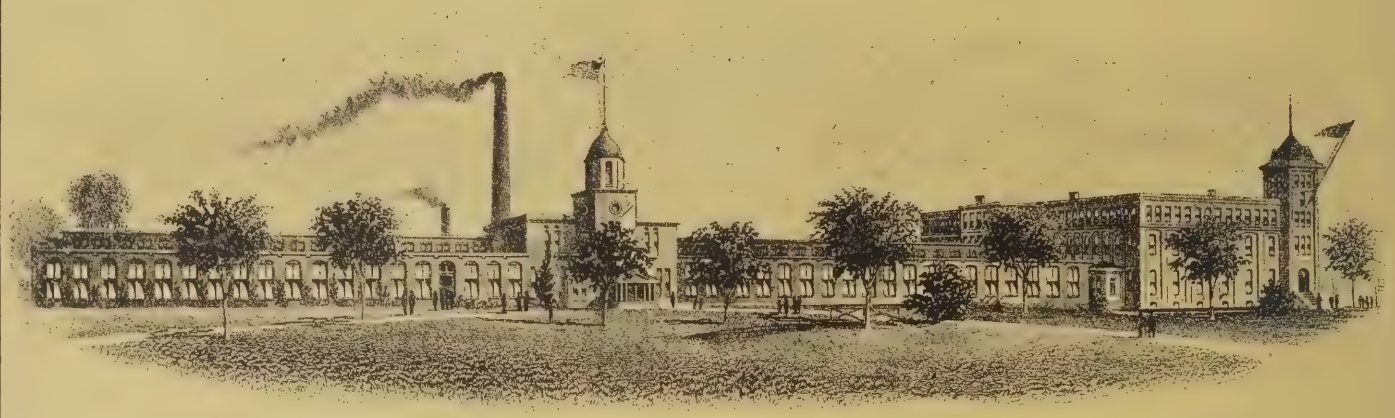
FACT V

The experience of the management of the Norwood Press is the experience of every leading printer in America who has installed a Monotype equipment.

THE MONOTYPE

The Monotype Alone is Modern

Norwood Press



Office of J. S. Cushing & Co.

Dictated. Norwood, Mass., *May 15, 1905*

WOOD & NATHAN CO.
Selling Agent The Monotype
1 Madison Ave., New York City

Gentlemen:

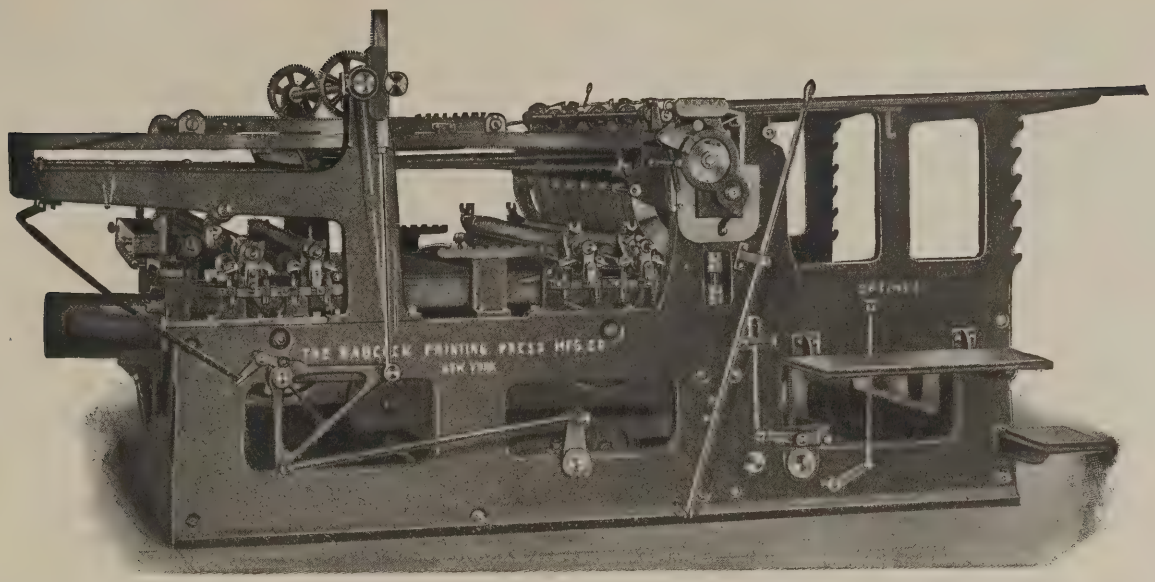
We have so far found the Monotype machines entirely satisfactory. The only trouble at the present time seems to be that we have not enough of them.

Please enter our order for two more keyboards and two casting machines for immediate delivery, and advise us how quickly they can be installed.

Very truly yours,

[*Signed*] J. S. Cushing & Co.

The Monotype Alone is Modern



THE HEAVIEST, SIMPLEST, MOST COMPACT AND HANDSOMEST TWO-REVOLUTION. COMPARE THIS ILLUSTRATION WITH THAT OF ANY OTHER.

THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT
New York Office, 38 Park Row. John Haddon & Co., Agents, London. Miller & Richard, Canadian Agents, Toronto, Ontario

BARNHART BROS. & SPINDLER, WESTERN AGENTS, 183-187 MONROE STREET, CHICAGO
Great Western Type Foundry, Kansas City; Great Western Type Foundry, Omaha; Minnesota Type Foundry Co., St. Paul; St. Louis Printers Supply Co., St. Louis; Southern Printers Supply Co., Washington; A. G. Elliot Paper Company, Dallas; E. C. Palmer & Co., Ltd., New Orleans; Fundicion Mexicana de Tipos, City of Mexico. On the Pacific Coast—The Southwest Printers Supply, Los Angeles; Pacific Printers Supply House, Seattle; Pacific States Type Foundry, San Francisco.

THE OPTIMUS
THE OPTIMUS

The first form put on a new 28x41 Optimus filled a 25x38 sheet. It contained no illustrations. The impression was so uniform that not even a bit of tissue was used anywhere.

This is quick make-ready. It is a vital element of speed and economy. The quality is inherent in all Optimus presses. They possess greatest rigidity. This gives both greatest firmness and delicacy between form and tympan. Out of all comes greatest eveness and uniformity of impression, and greatest profit.

THE OPTIMUS

The No. 43 OPTIMUS—A Small Press for Big Printing

SET IN BARNHART BROS. & SPINDLER'S OLD STYLE ANTIQUE NO. 6

Facts for Members of the Typothetae

¶ In the economy of the modern printing plant, the paper cutter occupies an important place.
¶ Recognition of this fact is evident in the increasing care shown in the purchase of cutting machinery.
¶ Efficiency, durability and reputation figure in the consideration of a new cutter, in about the order named.
¶ Reversing the order, discriminating buyers accept STANDARD MACHINERY CO. quality as the synonym of the best in material and construction, and find their ideal of efficiency realized in the improved cutting machinery we manufacture:

The "Gem" Lever Paper Cutter
30½ and 32½ In.

The Improved Keystone Hand-Clamp
30 In. to 70 In.

¶ THE KEYSTONE AUTOMATIC CLAMP, the crowning triumph of fifty years' experience in the manufacture of cutting machinery.
¶ Our new catalogue is ready. We will gladly send it on request

The Standard Machinery Company
CHAS. E. WHEELER, Gen. Mgr. and Treas.
Builders of Improved Sanborn Machinery for Printers, Lithographers, Bookbinders and Boxmakers.
Main Office and Works: MYSTIC, CONN. **New York Office: 88-90 Center Street**
Address all Correspondence to Main Office.

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HAMILTON, OHIO

BUILDERS OF

PERFORATORS

INK MILLS

SATURATING AND DRYING MACHINERY

PLATING MACHINES

CALENDERS

FOOT POWER PERFORATOR

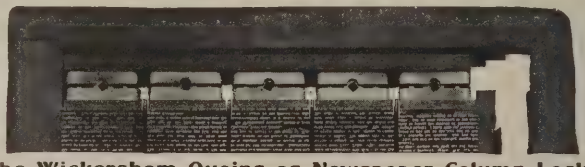
SPECIAL MACHINERY

PAPER AND PULP MILL MACHINERY

WRITE FOR PARTICULARS AND PRICES

Best Locking Devices

Never Slide, Skew or Spring; Wonderful Power; Hold, positively, against wood, type or iron; Insure Perfect Register and Great Economy of Time.



The Wickersham Quoins as Newspaper Column Locks

As they do not slide when expanding, each column can be locked up independently. Thus absolute security, no working up of quads and blanks, and no delay in imposition or on press.

The Morton Lock-Up.—41 Sizes, 3-inch to 26-inch

These Rigid Locks combine Side or Foot Sticks and Quoins in one piece. They include all regular NEWSPAPER side-stick lengths and all BOOK and MAGAZINE measures.

The Wickersham Quoin is the Only Quoin

that conforms to either straight or uneven surfaces and ensures a square lock-up (also positive register) against out-of-true blocks, imperfect furniture, warped chases, etc.

2,000,000 in use, giving entire satisfaction. Printers affirm they repay cost in a few months. Think of $3,000 saving in 5 years on a $200 investment in W. Q. Co. products! See Expansion Locks and price list, also the "Good Opinions of Good Printers and Good Men," in booklet. Send for copy.

Wickersham Quoin Company, Boston, U. S. A.

AGENCIES: America: Leading Type Founderies and Dealers in Printing Materials. Great Britain: Caslon Letter Foundry, London. Australia: Alex. Cowan & Sons, Melbourne, Sydney and Adelaide. South Africa: John Dickinson & Co., Cape Town. Others elsewhere.

Bargains in Rebuilt Printing Machinery

269. **Hoe & Co. Drum Cylinder.** Bed 23x28 inches. Two form rollers, rack and screw distribution, box frames, tapeless delivery.

187. **Hoe & Co. Drum Cylinder.** Bed 16x21 inches. Two form rollers, rack and screw distribution, tape delivery.

284. **Scott Drum Cylinder.** Bed 24x29 inches. Two form rollers, rack and screw distribution, air chambers, tapeless delivery.

178. **Scott Stop Cylinder, Class I. H., No. 8.** Bed 42½x54 inches. Was exchanged for a larger machine. This is one of our fast stop-cylinder, two-revolution machines with front printed side up delivery.

194. **Scott Two Revolution Pony Press.** Bed 26x34 inches. Four form rollers, table distribution, front fly delivery, air springs, box frames, back up motion.

286. **Scott Two Revolution Press.** Four roller, class H. F., No. 8, bed 42½x55 inches, four air chambers, jogger, front drop delivery, table distribution.

261. **Whitlock Two Revolution Press.** With crank bed movement. Bed 45x62 inches. Four form rollers, table distribution and front fly Delivery.

262. **Campbell Economic Two Revolution Press.** Bed 42x56 inches. Four form rollers, table distribution, front fly delivery, trip at will, counter-belted back-up, air springs, continuous register rack.

254. **Campbell Two Revolution Press.** Bed 41x60 inches. Four form rollers, table distribution and front fly delivery.

267. **Campbell Two Revolution Press.** Bed 36x52 inches. Four form rollers, table distribution, front fly delivery.

272. **Campbell Two Revolution Press.** Bed 43x56 inches. Four form rollers, table distribution, front fly delivery.

274. **Campbell Two Revolution Press.** Bed 43x56 inches, four form rollers, table distribution, printed side up, parallel delivery. Have two of these machines.

276. **Campbell Two Revolution Press.** Bed 37x52 inches, table distribution, four form rollers, printed side up, parallel delivery.

277. **Cottrell Two Revolution Press.** Bed 34x50 inches, two form rollers, rack and screw distribution, rear tapeless delivery, air springs, box frames.

255. **Potter Two Revolution Press.** Bed 36x52 inches. Four form rollers, table distribution, tapeless rear delivery.

278. **Potter Two Revolution Press.** Bed 36x52 inches. Two form rollers, rack and screw distribution, air springs, rear tapeless delivery.

268. **Hoe & Co. Two Revolution Press.** Bed 34x50 inches. Four form rollers, table distribution, air springs, box frames, rear tapeless delivery.

130. **Taylor Three Revolution Press.** Bed 34x50 inches. Two form rollers, rack and screw distribution, air springs. This press will print four pages of a six-column paper.

265. **Huber Flat Bed Perfecting Press.** With crank movement. Type beds 46½x64 inches. Matter 42½x60 inches. Four form rollers to each form. Table distribution. Oiling offset device.

257. **Huber Flat Bed Perfecting Press.** Type beds 36x52 inches. Four form rollers to each form. Table distribution. Oiling offset device.

137. **Scott Web Printing and Folding Machine, Class U, No. 15.** Works four and eight pages, six, seven or eight columns to page; cuts pages 23½ inches long; double folder. Speed 20,000 four pages, 10,000 eight pages. Folds to quarter page size.

36. **Scott Web, Class U, No. 16½.** Works four and eight pages of seven, eight or nine columns to page; cuts pages 26 inches long. Quarter-page fold. Speed 20,000 four pages, 10,000 eight pages.

270. **Hoe One Roll Four Page Wide Printing and Folding Machine.** Works four-page papers at 48,000 per hour, six or eight pages at 24,000, and twelve or sixteen pages at 12,000 per hour. Length of sheet 22 inches. Six columns of 13 or 13½ ems pica to page.

43. **Potter-Scott Angle Bar Printing and Folding Machine.** Works four and eight pages; sheet 24 inches long; width of sheet 38½ inches. eight columns to page; half-page fold. Speed 20,000 four pages, 10,000 eight pages.

152. **Potter-Scott Angle Bar Printing and Folding Machine.** Works four and eight pages. Sheet 24 inches long; 38¾ inches wide; eight columns of 13½ ems, brevier column rules. Folds to quarter-page size. Speed 24,000 four, 12,000 eight pages per hour.

256. **Goss Clipper Web Printing and Folding Machine.** Works four and eight pages of either six or seven columns; cuts pages 23½ inches long; folds to quarter page. Speed up to 10,000 four or eight page papers per hour.

165. **Bullock Web Printing and Folding Machine.** Works four and eight pages, six, seven or eight columns to page; sheet 23½ inches long. Speed 9,000 per hour. Folds to half page size.

90. **Clause Web Printing and Folding Machine.** Works four and eight pages, seven and eight columns to page; cuts pages 23⅝ inches long; folds to half-page size. Speed 10,000 per hour.

287. **Scott Web Printing and Folding Machine, Class R. C., No. 13¾.** Length of sheet 21 9-16 inches, seven columns to page; folds to half page size. It will print from one web of paper two colors on the inside and four on the outside, producing four pages at 20,000 and eight pages at 10,000. From two webs of paper one color on the inside and one color on the outside of one web, and on the other web one color on the inside and three on the outside, producing six and eight pages at 20,000 and twelve and sixteen pages at 10,000. From three webs of paper one color on each side of each web, producing eight, ten and twelve pages at 20,000 and sixteen, twenty and twenty-four pages at 10,000 per hour.

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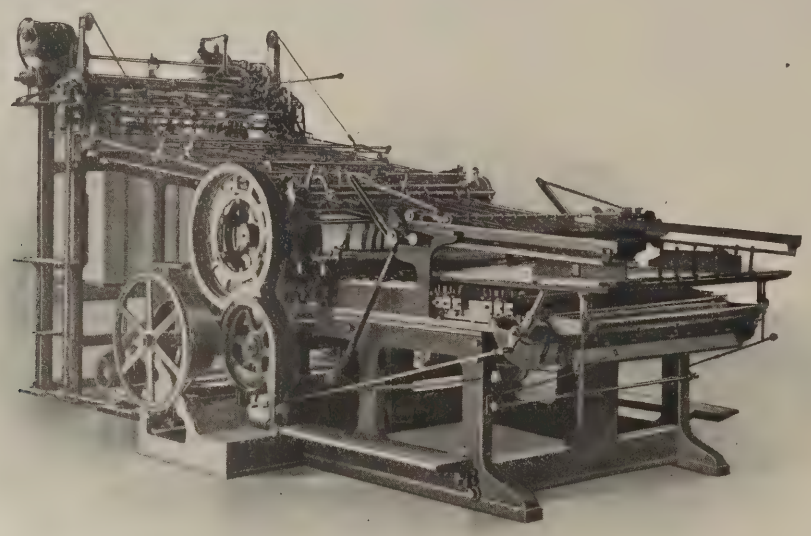
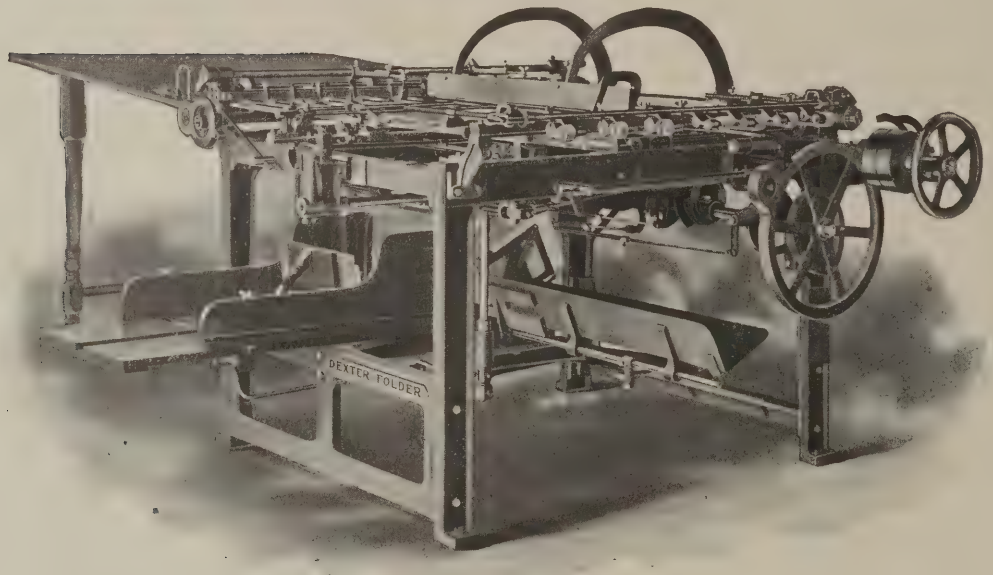


The Dexter Automatic Press Printing Feeding Machine.



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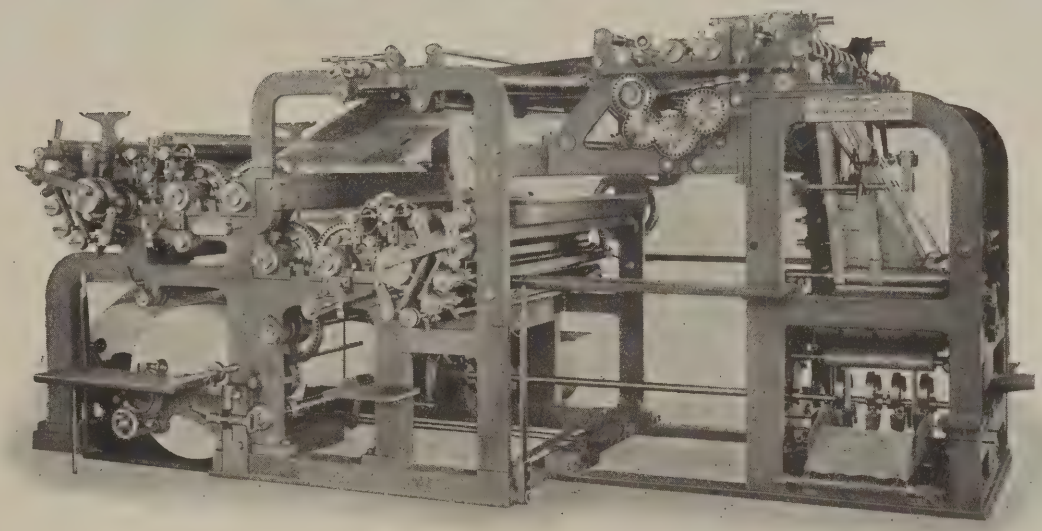

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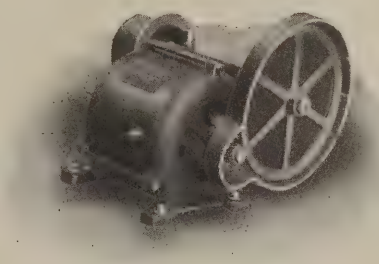

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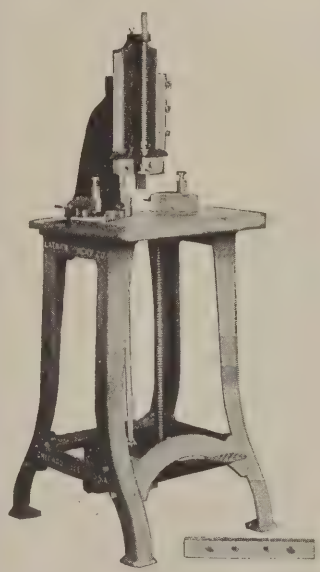

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Crimps the binding edge of loose leaf papers, completing the operation without pressing.

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Puts a deckle edge on any kind or size of paper, after the printing. Cost of deckle edging is nominal.

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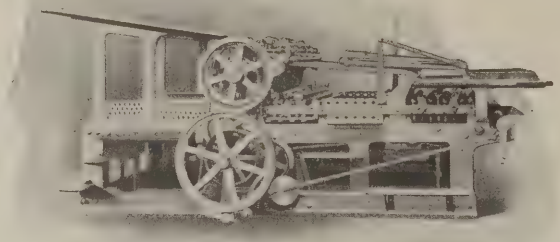
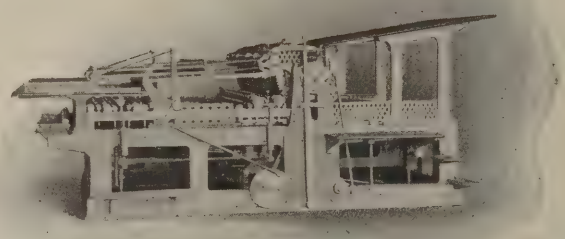
SECOND—A rigid impression, (a stiff squeeze) sets the ink to the paper quicker, renders less ink necessary, makes it possible to run the press at higher speeds on a high quality of work.





The old fashioned idea of an elastic impression, which is embodied in the principle of the side-rod construction, is becoming as obsolete in the minds of progressive pressmen as the use of the felt blanket. Therefore our claims for rigidity of impression in the Century are worthy of the attention of every practical pressman.

Our Cylinder is completely enclosed, heavily braced throughout the inside, and in larger sizes has 5 inch journals.

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The bed is heavily ribbed and cross ribbed and rests on a series of steel track rollers set closely together, after a method which precludes wear upon the ways, and these track rollers in our larger sizes run upon four 4 inch steel shod tracks.

The tracks are supported by a single cast girder under the line of impression which is at least ⅓ stronger than that of any other press.

The Century of today is the only press on which you can save so much time and work in making ready. When once made ready, it stays made ready.

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NATIONAL PRINTER JOURNALIST

A JOURNAL FOR PRINTING AND ALLIED TRADES

Volume Twenty-two | Chicago, September, 1905 | Number Nine

A NOTABLE CONVENTION.

MAJOR W. W. SCREWS HONORED—PRESENTED WITH SPLENDID SILVER SERVICE FROM THE NATIONAL EDITORIAL ASSOCIATION.

POOLING THE ADVERTISING OF STATE NEWSPAPERS.

NO other convention of any State Press Association has won the right to prominence above that of the Alabama, at Coden, July 21 and 22. The editors went into camp and were soon on dress parade and were then ready for a battle with questions of vital and practical interest to newspaper publishers. The name chosen was "Camp W. W. Screws."

The first session began at 3:30 P. M., in an open theater built over Coden Bayou. Of this session the Montgomery *Advertiser* says:

The local committees selected Editor Rufus N. Rhodes of the Birmingham *News* to welcome the editors and the response was made by H. S. Doster of the Prattville *Progress*. Seventy-four editors answered roll call, six proxies were announced and six new members were elected. This makes a total representation of eighty-six.

The digression in honor of Major Screws began with the report of the Alabama delegation to the convention of the National Association held last June in Guthrie, Okla. With the reading of the report, Editor W. H. H. Judson of the *Besemer Weekly* was introduced to present the gift of that association to Major Screws as its retiring president.

Major Screws was plainly surprised when he was asked to go forward and editors rose to cheer him. Editor Judson displayed the silver service and spoke as follows, with Major Screws seated:

"This little incident to take place is not on the formal program. But it is eminently proper that you should give space, not alone as a matter of courtesy to the power for which the service is rendered, but in compliance to and esteem and love for the beneficiary of that service.

"It has become a pleasing and worthy custom of the National Editorial Association, which holds the same relations to the various State and district press associations that this association does to the press of Alabama, to acknowledge exceptional and notable service on the part of its high executive officials by a gift or testimonial in token of its appreciation, its admiration, its esteem and its affection.

"The National Editorial Association, which assembled in early June at Guthrie, Okla., deputized to a committee of its members, who are likewise members of this association, the pleasant and proud duty of securing and presenting that token to its retiring President. To you, Major Screws, who had the distinguished and exceptional honor of having been elected without a single dissenting voice or an adverse ballot to the presidency of that association, the representatives of the great press of this great country; to you, who in that exalted position served so discreetly and capably, so admirably and impartially, that during the whole term of service not a discordant note nor a single harsh word marred the peace and harmony of its proceedings, commanding, as you did, the esteem and love of that grand throng, we beg to report that we have been deputized by members of the National Association, in their name to make due acknowledgment to you of their deep and fervent gratitude and obligation and loving remembrance.

"My fellow members of the Alabama press, in whose ranks for decades past you have borne so honorable and distinguished a part, in whom by your singular and admirable traits of character, wise counsel, great heart, gentle courtesy and marvelous forbearance, impartiality and justice, you have aroused and commanded the highest esteem and their undying love, I know, will, with wholesome pride and hearty interest, be witnesses to the commission of presenting this beautiful and precious souvenir and token, memento of a never-to-be-forgotten and priceless association and service to you, our worthy, beloved and distinguished fellow citizen and brother."

When Mr. Judson concluded, the band broke into "Dixie" and the convention hall was a scene of joyous enthusiasm. Major Screws was brief in his reply, his voice faltered and tears were in his eyes, as he expressed the emotion he felt. It was a surprise to him, he said, as he did not expect that the testimonial from the National Association was to be formally presented to him. He half suspected, however, he said, when he saw "members of his household" in Coden unexpectedly to him, that something of the sort was planned.

He spoke of his long connection with newspapers of Alabama and made a casual allusion to the fact that he had

begun forty years ago with the *Advertiser* and his pride at serving continuously and unbrokenly with the paper until today.

Major Screws dwelt upon the influence for good of the National Association and impressed the editors that they were members of the great body.

"It has," said Major Screws, "been foremost in striking at sectionalism, factionalism and it is free of partisanship and religious fanaticism."

He paid a high tribute to the character of Alabama newspapers and said he was glad to be with his friends.

RESPONSE IN FULL OF PRESIDENT SCREWS.

MR. JUDSON, FRIENDS AND BRETHREN:

That anything of this kind was contemplated here, was kept a profound secret so far as I am concerned, and to say that it is a complete surprise, but feebly expresses my feelings. I did not know that there would be a formal presentation of this beautiful testimonial from the National Editorial Association, but to no hands could the duty of presentation have been better committed, nor could it take place in the hearing and presence of any nearer to my heart than those of you here present. Would that I could come up to the measure of kind words which you, Mr. Judson, as Chairman of the Committee have uttered. It would be glory enough for any man to be worthy of such an estimate of character as you have portrayed, and sincerely do I thank you for the words spoken, however unworthy of them I may be.

While with some of you I have been associated for more than a third of a century, most of you, because this is the day of young men, were not born when I entered into work as a newspaper man. It is a happy thought to me that, without your knowledge of that fact, this event should occur upon the day that marks the 40th anniversary of my connection with the paper to which my life, energy and whatever ability God has given me, have been devoted. From the day the Montgomery *Advertiser* was resurrected from the ashes of a long and bloody war, July 20, 1865, to this hour, I have known no other field of labor than that afforded by its columns. It has gone through many trials, surmounted many difficulties and it is a great consolation, that in spite of many bitter political contests in which I differed with many of you, your friendship and kindly consideration have ever been retained. Words would fail me if I should attempt to tell you, my friends, how greatly I appreciate the many marks of confidence and esteem of which I have been the recipient from your hands, and especially will I always cherish, the demonstration of affection made by you on this, to me, happy occasion. This beautiful silver service, which comes from the largest body of newspaper workers in the world will ever be an inspiration to better and higher resolve. Would that I could convey to each and everyone present at Guthrie, by whose action this token was ordered, how greatly that action touched me, and how much I would like to thank them all in person. To you, as their representative, I extend most grateful thanks with promise to strive never to do an act unworthy of those who have thus honored me.

You of the Alabama Press Association are an integral part of that great body and you should feel great pride in that fact. In all its existence it has striven to promote the best interests of a Common Country. Political partizanship and sectional animosity have no place on its calendar. It is the unrelenting foe of all things calculated to retard the advance of the country's glory and prosperity and its great work is being felt in every State and Territory of the Union. As the years come and go its influence and power will be felt more and more. To have been the President of such an Association and to have been the recipient of its most kindly consideration is an honor far greater than could be conferred by any public or political preferment. My tenderest thoughts will ever go out to those of the great National Editorial Association, with whom for many years it has been my pleasure and privilege to labor. Upon that organization, I hope, "will rest,—forever rest, the dews of Zion and the smiles of God."

A SECOND PRESENTATION OF A WORTHY TESTIMONIAL FROM NEARER HOME.

All of this had been happy, but the committee from the *Advertiser*, consisting of Victor H. Hanson, advertising manager; W. W. Waldo, foreman of the composing-room, and Bruce Kennedy, city editor, was yet to overwhelm Major Screws and his friends. As Major Screws was about to retire to the rear of the hall, President Greer, in the chair, recognized Mr. Hanson of the committee and General Rhodes of Birmingham pushed Major Screws to a chair.

LOVING CUP FROM MEMBERS OF THE ADVERTISER STAFF.

"I have listened, Mr. President," said Mr. Hanson, "with great interest and pleasure to the remarks of Mr. Judson and I have observed with pride the manner in which the friends here of Major Screws have received this manifestation of regard for him from the National Association. In these sentiments I feel sure I speak for the three-score and more associates of Major Screws, the employes of the *Advertiser*. They are proud of this honor conferred upon their employer and their friend. They feel deeply grateful for this evidence of your esteem for him. But, sir, your measure of regard for Major Screws is transcended by the love and esteem in which he is held by us.

Loving Cup Presented to Major Screws.

Major Screws has told you that this day marks his fortieth anniversary as editor of the *Advertiser*. In this I may say he has robbed me of my speech; it was this important occasion, this remarkable record, that moved these devoted employes to present to Major Screws a simple token of their affectionate regard, loyalty and love, a souvenir that will remind his posterity of the esteem in which he is held by us.

With this end in view a committee consisting of a representative of the three important departments of the paper has been sent here to present this token to Grandma's better half."

Drawing the splendid silver cup from a plush bag and turning to Major Screws, Mr. Hanson closed his remarks by reading the inscription on the cup.

When Mr. Hanson first exhibited the loving cup the convention broke into a storm of applause, the women gasped at its exquisite beauty, Major Screws cried, the band played "America," the editors caught the spirit spontaneously. It was inspiring. Few such scenes are ever witnessed. Major Screws hardly voiced his feelings.

"As much as I love you, the members of the Alabama Press Association," said Major Screws, "human nature compels me to say that above all others, I love those who have been with me daily and hourly." With this simple statement of sincerity Major Screws resumed his seat while the editors crowded about him.

REMARKS IN FULL OF MAJOR SCREWS.

MR. HANSON:

You and those you represent know how completely I have been surprised by this token, which you have, as spokesman so felicitiously presented. If ample notice had been given of your intention, words would fail me in any attempt to express the emotions which well up from the very depths of my heart. I have been deeply touched by what has already been done by friends and co-laborers of the National Editorial Association, but as much as I appreciate this high consideration, I know them all well enough to believe that they will understand that element of human nature, which prompts me to say that above all else I value the affection of those who have labored with me daily and hourly for so

many years past. You and those for whom you speak know how gratefully I accept this loving cup and how I will always cherish for you all the tenderest feelings of affection. To have such marks of esteem from those who know you best and understand you most thoroughly is honor enough for any man. I thank you all with all the sincerity of a gratified man and a grateful heart.

In a burst of rare eloquence Editor Rhodes of the Birmingham *News,* pointed out the importance of the occasion.

"This," declared General Rhodes, "is a red-letter day in Alabama journalism—a day when we celebrate a most memorable occasion. Forty years in honorable endeavor is the record. I thank God for such a scene. I thank God for such a grand old man as Major Screws. He is genial as the zephyrs of Coden; he is as sweet as the roses in June; he is as pure as a little girl, with a great heart and a great intellect, strong before men and before God. All the world can point to him and say 'there is a man.' This occasion is an object lesson and an inspiration. It celebrates all the fruits of labor backed by indomitable courage and a splendid mind."

Then followed a remarkable scene. Nearly everybody wanted to speak. C. W. Hare of Tuskegee was the first recognized. He said his heart was full of joy at the honor the association was paying Major Screws. Every member of the association might well follow in his footsteps.

Walter M. Grubbs of Decatur spoke with great tenderness and tears came to his eyes. He said it was a love-feast. It showed that the association had been redeemed, and was again reunited, and he was proud to be a member. This reward of forty years in journalism made a young man feel that it was a noble calling.

H. T. Wear of the Opelika *News* was very happy. He was profoundly impressed with these evidences of affection for Major Screws. He insisted that Major Screws was not such an old man as his forty years of service would indicate, and advised the editors "Not to go up against him believing that he lacks virility. For if you do," added Mr. Wear, "you will be mistaken. I know, because I have been there."

Harry Y. Brooke of Luverne quoted Shakespeare: "All the clouds that hovered about our house are in the deep bosom of the ocean buried," he said, and the association was

Silver Set Presented to President W. W. Screws by the National Editorial Association, Guthrie, 1905.

General Rhodes said that he, like other Alabama editors, had differed with Major Screws, in public politics and they had ever found him great in harmony but greater still in differences.

In his enthusiasm, General Rhodes jerked from the pocket of Major Screws a splendid Swiss watch presented to him recently by his business associate, Mr. Glass, "in commemoration of twenty years of harmonious business association." General Rhodes held the watch aloft and read the inscription, using the incident to again throw the editors into an outburst of happy enthusiasm.

President Greer spoke forcefully of Major Screw's high character as an editor, impressing the memorableness of the occasion. He said that as presiding officer he would yield the floor to delegates to make one-minute speeches on Major Screws.

now cemented by the personality of this honorable editor of forty years' standing.

J. C. Williams of Talladega declared that Sylacauga had missed the greatest treat in the history of the association, and the editors snickered. He paid high tribute to Major Screws.

Jacob Pepperman and Bruce Kennedy of Montgomery, W. M. Meeks of Gadsden, R. E. L. Niel of Selma, and others, twenty-five editors in all, spoke of the great editor in terms of devotion. The whole afternoon was given over to Major Screws. It was declared that his fine personality had cemented the organization as it had never before been united; men who have fought him hard in the political arena spoke reverently of his courage and devotion to convictions. When night was falling and with other editors struggling to get the floor to speak of Major Screws, the association,

by a rising vote, passed this resolution, introduced by W. E. W. Yerby of Greensboro, a former president of the association:

Resolved, by members of the Alabama Press Association, That we all love, honor and respect Major W. W. Screws and we trust his life may be lengthened out over many years to come."

Men jumped to their feet and women waved handkerchiefs as the resolution was adopted. The band played "America" and as the editors recessed until tomorrow with happy faces, they gathered about Major Screws and wrung his hands.

Tears streamed down the face of the veteran editor at the remarkable expression of tender devotion.

The following is the inscription, on the loving cup, that is not shown with legible clearness in our illustration:

—To—
MAJOR W. W. SCREWS,
Editor-in-Chief
THE MONTGOMERY ADVERTISER
—From—
Three Score and Ten of His Affectionate Workers in
Commemoration of
FORTY YEARS'
Continuous and Successful Labor in Developing the
Advertiser from the Ashes of the Civil War
to the Highest Type of a Modern Newspaper.
1865—July 20—1905.

The kind words for Past-President W. W. Screws, lovingly called "Major Screws," did not die out with those spoken in the convention. The echoes, with increasing volume, come up from the newspapers all over Alabama and will reverberate throughout the Nation, with instructive thoughts and added words of commendation. The Mobile *Herald,* one of the newspapers printed in the same county in which the Convention was held and hence nearest to the scene, said:

"Mobile County has as a visitor the most distinguished newspaper man in Alabama, one whose lustrous career has brought him a national reputation for integrity and broad-minded, liberal treatment of public questions.

"July 20, 1865, having just laid aside the accoutrement of war, young Wallace Screws, a Confederate officer was appointed editor-in-chief of the *Advertiser.* Serving continuously and unbroken, this great old editor has moulded the policy of that great old newspaper until this good hour. It is an enviable record and one we doubt without a parallel.

"A newspaper but reflects the character of its guiding spirit. Whatever character the *Advertiser* possesses, whatever its achievements, Major Screws is responsible. He has weathered many a storm; he has fought many a courageous fight; he has held the scales of justice and he has always been on the side of truth.

"Modestly, he has traveled on throughout these years, content to be a newspaper man and it is to the credit of the people of Alabama that he is universally esteemed as one of Alabama's truly great men.

"To have such a man in Mobile County on such an important occasion of his life is a pleasure to the newspaper profession of this section. We hope he will round many more useful years in the harness which he loves so well and we join the other editors in welcoming him to Mobile.

"Major Screws we salute you."

SECOND DAY'S SESSION—POOLING OF INTERESTS—ELECTION OF OFFICERS.

The editors put in a solid day's work on July 21st, adjourning at six o'clock in the evening.

A committee of the association made a report recommending the pooling of all foreign advertising business of the weekly papers of the State and placing the same under the management of a central office. Victor H. Hanson, the successful advertising manager of the Montgomery *Advertiser,* who had been appropriately called "the evangelist of advertising in the South," was called upon for his views, and discussed the subject from the point of a successful business man. His remarks will be of value to every newspaper publisher, advertising manager and newspaper association in the United States.

He said that the proposition to pool interests and open a central office was a thoroughly practical idea. He urged the editors to know the cost of their space as a merchant knows his goods. If foreign advertising was handled for all of the Alabama weeklies through a central agency, the papers would dictate to the advertisers, instead of the advertisers dictating to the newspapers. An expert advertising man to manage the business, Mr. Hanson said, would easily earn $5,000 a year, but he would be worth it. He suggested adopting a basic rate scaled on the circulation of each newspaper.

Mr. Hanson answered many questions. He said that during his connection with the *Advertiser* he had raised its advertising rates four times and the paper was today receiving the highest rate per thousand for its circulation of any newspaper in the Southern States. This, he said, was due to the high character of the newspaper and the character of its readers. The paper has an invariable rate and does not vary from it.

Colonel Rhodes admitted that the *Advertiser* received the best rates in the South for its circulation and spoke of Mr. Hanson in terms of the highest praise.

In closing, Mr. Hanson earnestly pleaded with the country editors to adopt the pooling plan before adjournment.

As a result of Mr. Hanson's address, which was frequently applauded, the report of the Committee was adopted, and on motion of Mr. Stevenson, of Roanoke, a special committee was raised to take further steps in the premises.

A feature of the day was a visit to Coden of Col. E. L. Russell, Vice-President of the Mobile & Ohio Railroad, and a party of his friends in his private car. The party marched to the convention hall, where Mr. Russell was warmly greeted. When he had made a happy speech he was elected an honorary member of the Association.

A number of fine papers were read. A paper by John C. Williams of Talladega on "The Relative Position of the Newspaper to the Railroads," attracted much attention. He said:

The newspaper and the railroad are among the most forceful agents of modern civilization. Each has its sphere of operation independent of the other, but both are alike essential, to the progress and permanent industrial thrift of the country. Under such conditions, these great forces of civilization should combine in their efforts to advance the intellectual, and material interests of the community, as typified by the newspaper on one hand and the railroad on the other. The mission of the two forces are much the same.

In considering the relation which the newspaper should bear to the railroad, let it not be forgotten, that there is more capital invested in railways, with more men in their employ, than in any other line of industrial enterprise in the world. Billions of treasure have been expended in their construction and millions of men find daily employment in their operation. They have penetrated every country under the sun, giving promise of profitable development. In former days the "rifle, ax and saddelbags" were the typical implements of the men setting out to establish civilization in the wilderness. All is now changed.

A new constitution was adopted. This new constitution is a business-like instrument and places the Association on a splendid basis.

Chas. H. Greer of Marion, was reëlected President. The other officers chosen were: R. E. Niel, Selma, First Vice-President; Second Vice-President, H. S. Doster, Prattville; S. H. Morris, Fayette, Treasurer; W. W. Screws, Historian; H. Y. Brooke, Luverne, Orator, and J. C. Lawrence, Union Springs, Poet. There was a contest for Secretary between Jacob Pepperman of Montgomery and J. C. Lawrence of Union Springs, Mr. Pepperman winning.

The City of Gadsden was selected as the next place of meeting of the Association and the thirty-fourth convention adjournment with a feeling among the members that a work had been accomplished which would inaugurate a new area of increasing interest and usefulness for the organization and all the newspapers of the State.

THE THIRD STAGE OF THE OUTING.

THE N. E. A. VISITS CALIFORNIA, OREGON AND INTERVENING STATES AND TERRITORIES—THE LEWIS AND CLARK EXPOSITION.

BY ADDISON B. BURK, EX-PRESIDENT PENNSYLVANIA EDITORIAL ASSOCIATION.

AT San Antonio, Texas, the National Editorial Association began the third stage of its memorable outing of 1905. The first stage comprised the convention at Guthrie, Oklahoma, and an instructive trip through Oklahoma and Indian Tertories; the second consisted of a side trip through Texas, ending at San Antonio. I have been asked to become historian of the third stage—a "side"trip of several thousand miles, through Arizona, New Mexico and California to Portland, Oregon, and back through the latter State, Utah, Colorado and Kansas, to St. Louis, Missouri. There are great difficulties in doing justice to States, cities and other communities thus hurriedly visited, for the reason that one sees relatively little from the line of a railroad and is liable to be prejudiced by unimportant scenes or incidents, or even by the accidental state of the weather at the time of the journey and the resultant comfort or discomfort under which impressions are gathered. I have always decried the attempts of authors, to give critical views of peoples or of lands derived from hurried journeys during which they have come in contact with less than one out of one hundred thousand of the

Forestry Building, Lewis and Clark Exposition.

latter and have seen only a narrow strip of country traversing a great State and only the parts of cities—usually the worst—through which a railroad runs. There have been some distinguished offenders in this regard—notably, Charles Dickens and Rudyard Kipling. That I may not commit a similar offense, I shall avoid critical comment on places or people, and endeavor to write a simple narrative of a most entertaining journey with such information about the cities visited as could be gathered from reliable sources.

As, however, the account of the journey will necessarily run through several numbers of the NATIONAL PRINTER-JOURNALIST, thus deferring publication of the description of the Lewis and Clark Exposition, if taken in its proper order, until after the exhibition has closed, the narrative of the journey in detail will be postponed to permit immediate publication of the impressions made by the Exposition.

Many of our party, much to their regret, turned homeward after our visit to San Antonio, but the remainder—a goodly number—passed under the care of the Southern Pacific railroad for the long journey to Portland, Oregon. No party of travelers ever had a better host. The Southern Pacific sent to us as its representative, Mr. C. B. Jackson, traveling passenger agent, who looked after our comfort, and so endeared himself to the entire party that when we parted from him at Portland, he was presented with a great silver platter, bearing testimony to our appreciation of his many kindnesses. Before we left San Antonio, we had been warned that we would have an awful trip across the desert lands and told that we had been foolish in selecting the southern route for a summer trip. But although we were looking for discomfort, we did not find it. The Southern Pacific railroad uses oil burning locomotives with such success that it is quite probable oil may be substituted for coal on other roads before many years have passed. Oil is not only cheaper than coal, but is preferable, because it emits no cinders or dust, and indeed presents no objectionable features. Some smoke appears, but it is so thin that it is quickly dissipated and we heard no complaints of disagreeable odors. With an oil-burning locomotive at the head of the train we were able to keep the windows wide open and for some unexplained reason suffered no discomfort from the alkali dust of the prairies which, we were told, frequently sweeps through the cars, irritating the throats of passengers. Thus favored, we passed over the great desert lands (staked plains) without discomfort of any

Agricultural Building, Lewis and Clark Exposition.

kind. The temperature was high (it was 108 degrees at Yuma and 100 degrees in the cars) but the air was so dry that the heat was not noticeable. The roadbed of the Southern Pacific is excellent throughout its entire length. With fast engines and a good roadbed we traveled at a high rate of speed and seldom failed to be on time, except when reception committees interfered with the schedule. These occasions were frequent and were sometimes annoying, because they postponed the dining hours, but upon the whole the trip was well managed and whatever we lost in the way of meals was more than made up by generous hospitality on the part of those who had kept us over time as their guests.

Leaving San Antonio in the evening of June 15 and stopping many times on the way, we reached Portland at noon, June 27th. A reception committee had boarded the train before our arrival and had provided us an ample supply of tickets, admitting us to the Exposition grounds. No time was lost upon our arrival at Portland in going to the objective of our long journey. Special cars were in waiting to take us to the Exposition, and in less than half an hour we were at the American Inn, the only hotel on the grounds. It was raining when we arrived, but the sky cleared in a little while and, between showers, we obtained our first view of the Exposition.

It is a very creditable exhibition—not to be compared in magnitude with the great World's Fairs at Chicago and St. Louis—but more like the Pan-American at Buffalo, both in size and in the general character of the exhibits. No exhibition given anywhere has excelled this at Portland in natural beauties of site. It occupies high ground at the foot of Willamette heights and about one-half of the enclosure is taken up by a natural lake. High hills surround the exhibition grounds and in the distance are snow-capped mountain ranges, including such great peaks as Mts. Ranier, Adams, St. Helens and Hood. The scenic effect is charming and it has been enhanced rather than marred by the artificial works of the Exposition. The United States Government exhibit which appears to have been removed bodily from St. Louis, occupies a tongue of land in the lake, connected with the mainland by the Bridge of Nations, which is made very beautiful at night by electrical illuminations. The Government buildings are handsome structures, covered with "staff" and the exhibits are such as were shown at Chicago and St. Louis. They show to better advantage at Portland than at Chicago or St. Louis, partly because they are isolated, but mainly because the exhibition is relatively small and the visitor, not being overwhelmed by an embarrassment of riches, has time to examine individual exhibits. A student could lay the foundation of a liberal education by a close study of the Government exhibits at Portland, but of course he could not do it in a day or a week or a month. It is an educational exhibit, however, even for those who only stroll through the buildings. The lake is utilized for an exhibit of the life-saving service and daily exhibitions are given in the presence of thousands of spectators, of the use of the breeches buoy, the unsinkable lifeboats, etc.

The chief exhibition buildings have been erected on a plateau overlooking the lake and the approaches to them from the lake front, are well wooded and highly decorative terraces, planted with tens of thousands of rose bushes in bloom, for Portland is known as "the rose city." On the flat land at their base, immediately opposite the Bridge of Nations, is "the Trail," which corresponds with the Midway of Chicago and the Pike at St. Louis. It is so much like them in all respects, though smaller and less pretentious, that it calls for no description.

The Exhibition proper has the usual main buildings—that of Liberal Arts, Agriculture, Horticulture, Fine Arts, Machinery and Electricity, Forestry and Mining. There are in addition several important State buildings, including some representing the Eastern States and imposing structures built by the Pacific Coast States. Foreign nations, with the exception of Japan, are not largely represented. The exhibits are of the usual character, the distinctive feature of the display being that of the agricultural, mineral and forestry resources of the Pacific Coast States. Similar exhibits have been made in Eastern exhibitions, but they have been less impressive than here, possibly because in the East they were surrounded by counter attractions.

Much of the architectural adornment is of the Mission style, which lends itself readily to the uses of an exhibition and is besides restful to the eye. One of the finest of the State buildings is that erected by New York, and here the delegates to the N. E. A. and their wives, were given the finest reception of the trip. The Exposition authorities with their ladies were in the receiving line, with military attaches in attendance. The scene was one of great brilliancy and nothing could excel the good taste that marked the hospitalities of the occasion. Besides its State headquarters' building, Oregon has a magnificent exhibition building built of logs, and Washington is similarly represented. We happened to be present on Oklahoma day and willingly wore badges calling for statehood for that territory, the badges having been distributed to all who cared to have them, by energetic Oklahoma "boomers."

Nothing has been omitted that would be needed to make the Lewis and Clark Exposition a miniature of former World's Fairs. Fine band concerts are given daily; there is a Stadium for outdoor sports and an experimental farm. The electrical illumination makes a fairy-like picture at night. In proportion to its size, the Portland Exhibtion uses more electric lights than any of the great exhibitions have had, and their concentrated effect is imposing. It would not be fair to advise any reader to cross the continent in order to see this display, but if any one intends to visit the Pacific Coast, he should do so while the Fair is open, for it is well worth seeing, and is an added attraction to the hundreds that are offered to travelers in the far West.

One of the special exhibits is a reproduction of Abraham Lincoln's cottage at Springfield, Illinois, which contains a priceless collection of Lincoln relics; another is the Roosevelt cabin in charge of a great admirer of the President, who is fond of telling stories of Mr. Roosevelt's strenuous life in the West as an amateur cowboy, when, as a boy orator, he was as insistent upon good citizenship as he is today.

The exhibits of Oregon, Washington, North Dakota, California and Montana deserve especial notice from visitors. That of Washington is in charge of Commissioner William Steel, son of J. Irvine Steel, Treasurer of the N. E. A., and himself a delegate to the convention.

Our headquarters while at the Exposition were in the American Inn, a very large hotel within the grounds. It is a structure similar to the Inside Inn at St. Louis, but is superior to the latter in appearance, situation, construction and appointments. The rates are reasonable, the service good, and the broad porches of the hotel provide a restful place from which a fine view of the Exhibition buildings is afforded, especially during the illumination.

The Lewis and Clark Exposition commemorates an event of great importance in the history of the country, the addition to the United States by right of discovery of the territory comprised in Oregon, Washington, Idaho and parts of Montana and Wyoming. Five nations laid claim to the territory between California and Alaska, a little more than a century ago—Spain, by right of early discoveries; Russia, by reason of visits by her seamen; France, because of indefinite westward extensions of her Canadian possessions; Great Britain, because of the discoveries of Captain Cook and the later operations of the Hudson Bay Company, and the United States by reason of the explorations made by Lewis and Clark. The country being then almost inaccessible, nobody set much value upon it. President Jefferson, however, was far-seeing enough to seek an extension of the Union to the Pacific Ocean before the Louisiana purchase had been made and the result of his recommendations to Congress was the sending out of the Lewis and Clark expedition for the exploration of the Northwest. Before its return the Lousiana purchase had been completed. Doubtful title to the Oregon country was conferred by this purchase and it might have been lost to us, but for Jefferson's foresight. Secretary Blaire based our title on the discovery of the Columbia river in 1792 by Captain Robert Gray in the Boston ship Columbia and its exploration from the source to the sea by Lewis and Clark in 1805, and on the settlement of Astoria in 1811. Back of these claims was the transferred Spanish claim. In 1818 Great Britain and the United States entered into an agreement for joint occupancy and this was indefinitely extended in 1827. It was not until 1846 that title was settled by treaty with Great Britain, fixing the northern boundary of the United States at 49 degrees north latitude. The entire country was an unknown wilderness when, in 1804, Captain Merriwether Lewis

and Captain William Clark with about 100 men started to explore it. They ascended the Missouri river in the spring of that year, spent the succeeding winter among the Mandan Indians in North Dakota, and early in 1805 resumed the journey up the Missouri. They crossed the Rocky Mountains in August and early in September reached the plains of the Western slope. In November, having followed the water courses, they reached the mouth of the Columbia river, 4,000 miles from their starting point.

On their way to the ocean the explorers had missed the Willamette river, on which Portland stands, but upon their return journey in the spring of 1806, Captain Clark explored it as far as the present site of Portland. The Willamette is a great tributary of the Columbia, entering into that river about 100 miles from its mouth and just above the junction is the city of Portland. When a schoolboy we were taught to pronounce the name of this river in four syllables—Wil-lam-met-te, but we have the authority of the Governor of Oregon for the statement that the proper pronunciation is to be obtained only by practicing on the words "Damn it."

The explorers, after many hardships, reached St. Louis, September 23, 1806, after an absence of two years and four months. They were the first Americans to cross the continent to the Oregon country and the Pacific Ocean, and their report enabled the United States to hold the country west of the Rocky Mountains south of the 49th parallel. It gave this country a coast line on the Pacific, led to the acquisition of California and remotely prepared the way for our Eastern possessions.

Oriental Exhibits Building, Lewis and Clark Exposition.

Congress rewarded Lewis and Clark with grants of public lands and Captain Lewis was appointed Governor of Louisiana and afterwards Governor of Missouri Territory. The Exposition commemorates the Centennial Anniversary of their famous expedition.

Great changes have taken place in the hundred years that have elapsed since Lewis and Clark toiled over the mountains on foot. The journey that occupied more than two years of their time can now be made in a week; railroads traverse almost every part of the Oregon country and travelers ride in Pullman cars with all the conveniences provided for those who journey between New York and Chicago. The country has been developed to a wonderful degree. In 1805 it was a wilderness. Fifty years later there was a population of 13,924; the value of the live stock was less than $2,000,000 and the value of all products less than $3,000,000. Today the population is 1,200,000; the value of live stock $83,000,000, and the value of products exceeds $400,000,000 annually.

But this is only a part of the story, for the development of the Oregon country has only been begun. It comprises 307,000 square miles of territory—six times the area of Pennsylvania—and although much of it is mountainous and unsuited for agriculture, its resources are enormous, for great forests cover the lower mountains, the hills are filled with valuable minerals and the streams provide the greatest fisheries in the world. Manufacturing interests have been so far developed that the manufactured products of 1905 exceeded in value all the natural products combined, and if trade with the East should be developed, as recent events have led us to expect, the commerce of the Oregon country may within the lifetime of a generation rival that of the Eastern seaboard.

Portland is a very prosperous and attractive city, but description of our doings there and of the side trips taken by the delegates is reserved for its proper place in the narrative of our journey, the present purpose being simply to direct attention to the Exposition while it is still open to visitors.

THE PILGRIM'S FOURTH.

(Read by JAMES H. POTTS of the Troy, N. Y., *Times*, at exercises held in the car Bolton of the National Editorial Association's train while passing through Kansas on the Fourth of July, 1905.)

Is this our country's natal day,
And we upon the pilgrim's way?
Where are the festive hours we know
In homes we left long weeks ago?

The din that rose with morning sun
Leaves us in quiet, every one;
For cannon's mouth at break of dawn,
The echoes of the canon's yawn;
For powder grains that flew like hail
The brief torpedo of the rail;
For Chinese cracker and its wheeze
The other kind, that comes with cheese;
For the revolver's warning bark
Revolving wheels in day and dark;
For proud drum major shining far
The modest captain of a car;
No blood that bids the surgeon pause,
But "bleeding Kansas'" watery laws.

And yet the glory of the sun
Is brighter than the rocket's run,
The breadth of meeting land and sky
Grander than fireworks of July;
And here, where merges South with North,
We celebrate the patriot's Fourth.

Who can with keener sight than we,
The traveler's from sea to sea,
Discern the wonders wrought for men
When flowed the Declaration's pen?
From states that know the Atlantic's surge
We crossed the Mississippi's verge;
Saw Oklahoma, peering far,
Await the rising of its star;
Like boys who from the table rise
The Texan wondered at his size;
El Paso strode the stream below
To kiss the maids of Mexico;
While Arizona's torrid beam
Proved the mirage was not a dream.

Will ever California's breath
That wooed us from the Vale of Death
Be lost to memory's deep-graved slate?
Not till Heaven opes its Golden Gate.
Midst ancient spires that seek the skies
An exposition's towers arise;
Lewis and Clark a century greets
From palace homes and busy streets.

The whisper of the Mormon's hall
Swells to a roar while pledging all
To make of Utah such a state
As, pure and loyal, must be great.
As Shasta's glistening summit high
From redwoods rose to azure sky,
So Colorado's colors true,
Soil red, white mountains, heavens of blue.
No loiterers we on foreign strand,
We're in the heart of Union land.

Nor have the giants of the past
Vanished from out the picture vast;
The fathers had their Washington,
We glory in a later son,
And all the pride those patriots felt
Glows at the name of Roosevelt.

Between his death and burial lies,
Where tinged with gloom are festal skies,
One who from our own writing guild
Was in diplomacy most skilled;
Lo! pendent from the flag today
Grief's streamer for the death of Hay!

Westward let Empire take its way,
We're going East, perhaps to stay;
But East and West, with South and North,
Proclaim an undivided Fourth.
Pacific union is our boast,
Union Pacific now our host;
And though like wise men from afar
We traveling seek home's guiding star,
The day, the place, we understand;
July the Fourth! Our own dear land!

FREE THEATRICAL NOTICE.

BY JOHN SUNDINE, MOLINE, ILL., DISPATCH.

When the Moline *Dispatch* decided to ask the members of the Inland Press Association how much the Inland Press publishers are getting for theatrical advertising and how much theatrical advertising they are furnishing free to their local opera house managers, it did not occur to the *Dispatch* that our friend Whittaker would ask for a report of these findings.

He made such a request and here are the facts: Fifty-seven newspaper publishers were heard from.

It was found that most publishers give instead of an inch rate, a price for so much per show, ranging from $1 to $8, and give from two to six inches of display from four to six times. Locals and readers are generally exchanged for complimentary tickets, in the majority of cases six.

For display advertising the price per inch ranged from 4c. to 40c.

Two papers receive 4c. an inch, three 5c., six 6c., one 8c., thirteen 10c., three 12c., three 12 1-2c., eight 15c., two 16c., five 20c., one 21c., four 25c., four 30c., one 33 1-3c., and one 40c.

In the main, the charge for display advertising, in the different papers who made a report, was in conformity with their rate card. The object of the *Dispatch* was to learn if the papers in the Inland were getting card rates for display advertising. The *Dispatch* was never able to get card rates, and we wondered what the other fellows were getting. We are now convinced that the Inland publishers are getting card rates, or better, for theatrical advertising.

Mount of the Holy Cross, Colorado.

In Moline, up to two years ago, the papers, and there are three afternoon dailies, were getting $3 for each show, and gave in return a four-inch display six times, and from 50 to 100 lines of short locals for each show. When three or four shows happened to play the same week, the papers were pretty well filled with opera house locals. The ranker the show the greater the number of locals. Once or twice during the year when a good show did strike the town the locals were cut out and so were the four complimentary tickets. The manager said that he did not need locals for such attractions and deemed it wise to suspend the free list.

No complaint was made by the newspapers on this arrangement. The openings of the season, two years ago, the opera house manager announced that he would pay but two dollars a show instead of three. He wanted the same number of locals gratis as he had received during the previous season. The other two papers in Moline accepted $2 rate, but the *Dispatch* held out and is still holding out. The manager has asked several times what rate we would make him and we have stuck to 15c. for display and 10c. for locals. We told him that he could suspend his free list forever as far as we were concerned; that when we wanted to go to a show we would buy tickets the same as any other business man. We refused to have anything to do with a lump rate per show with locals thrown in free. And still we are on the "outs."

Returning to the investigation, eighteen publishers acknowldged that they were giving locals free, advertising the show in advance. One stated that he got 3c. a line for advance locals, two 4c., ten 5c., one 7c., one 8c., seven 10c., and one 15c. a line. Eighteen did not make a report on locals. One publisher in making a report said that he furnished advertising to the local opera house manager receiving a percentage of the box office receipts.

Several publishers reported that they were receiving 50 cents an inch each insertion for circus and tent show advertising.

It seems that the opera house manager can use advertising in local newspapers to as good advantage, if not better than local merchants. The opera house manager uses space seven to eight months in the year. The merchant uses space all the year 'round. Why should the opera house manager get a better rate for advertising?

*Read before the Inland Daily Press Association, July 11.

WHEN SHOULD THE PUBLICATION FEE FOR LEGAL ADVERTISING BE PAID.

BY ANDREW O. LINDSTROM, OF GALESBURG, ILL., DISPATCH.

Our experience in collecting the fee for the publishing of legal notices is, no doubt, the same as that of many other newspapers. Of late the members of the association from Galesburg have given the subject particular attention. After investigating the condition of fees earned by us in the past, we discovered that we had accumulated several hundred dollars of uncollected accounts in a comparatively short time. It seems to me, too, that we are ourselves to blame for this situation. We have always accepted legal notices for publication and delivered the certificates whenever required without any care as to when or who would pay the fee. In the case of divorce suits and attachment suits, many times the cases have been settled out of court and the publisher's fee has been either forgotten or ignored. In estate matters, we have seldom lost any money, but the fee has been hung up in court anywhere from one to ten years. This state of affairs, we concluded, should not be permitted to continue and the several publishers of the city were seen and agreed to send out notices to all the attorneys, notifying them that in the future the notice would have to be paid for when the certificate of publication was delivered. This was such a radical change from the old, customary, slipshod method of the attorneys that it immediatery raised a storm of indignation, the Bar Association even going so far as to attempt to pass a resolution advising attorneys to send their legal notices out of the city. Some of the more reasonable and conservative attorneys, however, appreciated our situation and prevented any such action.

It appears to me that there can be no good reason why a newspaper should extend more credit on publication fees for legal notices than it would to its best advertiser. Very few newspapers would think of extending as much credit to any other class of advertisers as we have been doing in the matter of legal notices.

The cost of handling these notices is fully as great if not greater, owing to the greater degree of care required to ensure accuracy, than is that of ordinary commercial advertising. The amount involved in every instance is trivial, and the chances are that each case will have but one notice. Opening up a ledger account and following up the collection of the account, therefore, entail an expense disproportionate to the amount involved.

If the practice of collecting these fees upon delivery of certificate was once established, a litigant would no more object to it than he does now to paying cash for a railroad ticket, court costs or other incidental expenses. It would be no hardship on him whereas it is unnecessarily so on us now.

TWO BOOKS BY MEMBERS OF THE N. E. A.

EDITORS FREQUENTLY BECOME AUTHORS, AND MANY TIMES NEWSPAPER ARTICLES AND WRITINGS ARE PROFITABLY COLLECTED AND PUBLISHED IN BOOK FORM.

TWO books by members of the National Editorial Association have reached our desk within the month. The first received is entitled, "Public Speeches of Albert Blakeslee White, A. M., Governor of West Virginia."

Mr. White was President of the National Editorial Association in 1888 and presided at the Convention at San Antonio, Texas, that year. He served for four years, from March, 1901, to March, 1905, as Governor of West Virginia. This book records his public speeches during that period. It is a handsomely printed book of 461 pages. In looking through the volume, we are forcibly impressed with the number of important subjects with which a live Governor of a young and progressive State has to deal in a serious and often an authoritative manner. There is scarcely an interest of an enlightened people but that is represented in these speeches. They cover numerous matters relating to capital and labor, education, industrial training, taxation, agriculture, mining, trades, commerce, military service, duties of citizenship, patriotism, crimes, reformatory and punitive systems and institutions, laws regulating offenses, public highways, railroads, promotion and improvement, expositions, the newspaper press and so on to the end of the list.

The addresses suggest how broadly, intelligently and well a thorough newspaper training fits one to deal with all these multiplied subjects.

There is not an interest of the community, city or state, of an industry or calling that does not find its way into a live newspaper office for record, consideration and treatment. To step from the newspaper office into that of Governor of a commonwealth only puts one in the way to deal with matters and questions already familiar.

Mr. White had a splendid newspaper training through years of successful work and he made as successful a Governor as he had been a successful, conscientious newspaper man. Outside of the regular routine of matters connected with the administration of his high office, which he greatly honored, we find ourself especially interested, as will be all members of the callings of newspaper making and printing, with his addresses on the following occasions and subjects: "Bethany College Inaugural," "Commencement of West Virginia University," "Dedication A. B. White Trade School," "Golden Jubilee—Typographical Union," "Address at Bethany College," "Cincinnati Typographical Union Address," "Influence of the Press in developing West Virginia," and others along like lines. The press is an educator and anything and everything along educational lines appeals strongly to a live newspaper man. The destiny of the press, no less than that of the nation, rests upon education and the right kind of education for the people and all the people—an education that makes effective, earnest, intelligent, successful workers and good citizens, who are interested in all the affairs of the community and of its members, of society and government, of industry and commerce. The following words of Governor White on "The Influence of the Press in the Development of West Virginia" may be applied with equal force to the press of every new and progressive State and to one or a score of live editors thereof:

FRUITS OF THE LEADERSHIP OF A LOYAL EDITOR WHO NEVER HELD AN OFFICE.

"Without any intention of disparagement of any of the leaders who took part in the establishment of our statehood, I think it not only appropriate, but just, to state that in my opinion, to no one influence were we as much indebted for the success of the movement as to the Wheeling *Intelligencer*, under the editorship of Hon. A. W. Campbell. The *Intelligencer* was the head and front of the agitation for statehood, its inspiration, its guide, its counselor, its bulwark, its leader. In Editor Campbell, 'the man who never held an office,' the man and occasion met. His work was incomparable, his purpose inflexible, his vision clear, his advice sound and his spirit and leadership unconquerable. The *Intelligencer* truly made West Virginia possible, and never was the 'power of the press' more wisely exhibited and the results more gloriously achieved. Some day I trust that the people of our State will honor the memory of Campbell as he deserves. The *Intelligencer* for a half century has spoken for itself and has ever been foremost in every good work for the development and uplifting of our State. Its half century of existence is crowned with honor and praiseworthy achievement. May it continue to live long and prosper.

PROMOTION OF THE PRESS.

"These thoughts lead me to say something, though inadequate, concerning an influence, in State growth and development, which is too often overlooked and too little appreciated. The development of West Virginia in the sixties and seventies naturally came very slowly, following the ravages and reaction of war in a 'border' State, and the tide of immigration to the great West and Northwest poured past our hills and valleys without a look. Wheeling was our only city; Hutington was in embryo and just starting in the early seventies; Charleston was a small town; Parkersburg had, up to 1880, less than 6,000 inhabitants, and our other principal towns were small. The policy of the Baltimore & Ohio railroad, our only trans-state trunk line in those days, was repressive of local development.

"West Virginia entered the eighties more hopefully but still development came slowly; but all over the State they had been at work for some years, and in the eighties they became more numerous, an influence that began to reach out and be felt in the outside world—the local newspapers. West Virginia had been singularly fortunate in the character and ability of its newspapers for the past twenty-five or more years. No State has done less in its laws to encourage them, and no State has owed more to their enterprise and exploitation of the State's natural resources. The seed sown for many years, in special, industrial, trade editions, in the daily and weekly mentioning and heralding of the natural resources of our State has at last borne fruit. The outsider was attracted to settle amongst us; he came and became one of us. Others followed. Our population grew and the foothills, in a modest way, began to give forth their coal, our forests to reach out their arms for railroads to market their lumber, our hills and valleys to give forth their oil and gas. Outside capital began to come in, and the great industrial developing impulse began to be forcibly felt in the early nineties which has led on to our present proud position among our sister commonwealths.

THE LOCAL EDITOR'S WORK FOR IMPROVEMENTS.

"The town and country editor of the late seventies and eighties was doing a greater work than he or his readers knew. He was ploughing deep and sowing good seed. He was everlastingly chanting the praises of our State, lauding its resources and possibilities and welcoming the new-comer and bidding him cast his lot in this favored commonwealth. The editor helped to build our towns into cities. He was the leader in every civic improvement or enterprise. He

induced and begged his people to vote aid to railroads, to build courthouses and schools, to pave and sewer streets, to put in water-works and electric lights. He shoved, he pushed, he cajoled, and he was everlastingly at it, for the benefit and growth of his locality and State. The West Virginia editor was the hope as well as the salvation of the progress of the State twenty years ago. He has lived to see the developments he so anxiously labored for in part come to pass, and he is still 'at it.'

"I do not lose sight of the capitalist and his shrewdness in the work of developing but one live newspaper, with a live, progressive, forceful editor, can do more good and accomplish more permanent results and growth than the wealthiest 'conservative' and money-loaner you ever knew. I know that the capitalist who was building railroads in West Virginia in the eighties and early nineties leaned heavily on the newspaper brethren for aid in creating public sentiment, and that the newspapers of the eighties especially were the pioneers, 'the hewers of wood and the drawers of water' in many of the railroad developments and in the exploitation of our resources and in attracting outside capital and immigration. Their work was unselfishly and patriotically done, and their successors of today are keeping up the good work."

INTERDEPENDENCE OF EMPLOYER AND EMPLOYEE.

In his address before the Typographical Union, Governor White expounded those foundation principles as to employers and employees, that have ever been set forth and advocated by the NATIONAL PRINTER-JOURNALIST, to which he has been a subscriber and of which he has been a conscientious reader for eighteen years. These principles, however, have, too frequently, been totally disregarded by the unworthy leaders of a spurious unionism, that teaches only enmity towards, and robbery of employers, unfairness, dictation, unjust, unbearable interference, shirking, limiting production, the violation of personal and property rights, threats, violence, boycotts, assaults and assassination, in many of our larger cities. He said, "The interests of employer and workman are interdependent and not independent. Each is necessary to the other and there should be fair play and mutual agreement and concessions between them. Labor ought to be paid in accordance with the earning power of the employing plant, if the latter is intelligently and practically conducted. It should not be underpaid because by bad management the plant does not earn that which trade conditions of the locality, if properly developed and matured, will produce.

"Employers ought to be willing to pay fair wages and when they do so, they ought to receive honest value in return by faithful work. Many printers receive more than the scale wages, and why? Because they make their employers' interests their own and do not watch the clock. All printers are not alike and individual efforts for excellence, in my judgment, should be encouraged and not discouraged."

INDUSTRIAL EDUCATION.

In his address at the "Dedication of the A. B. White Trades School Building," the Governor said, "This great building so admirably adapted to the objects for which it was erected, has a singular and striking beauty—the beauty of utility. Here the educated eye and brain join the hand in the mastery of useful arts and sciences, which go to make the pupils within its walls not only good citizens, but useful ones; not only intelligent units in the busy workaday world, but bread-winners, home-builders and property-acquirers. There is beauty in utility; there is character in usefulness."

These quotations are sufficient to indicate the trend of the published papers and addresses of this editor-governor, as they are useful in suggestions to every working newspaper man and to every employing or working printer.

NEWSPAPER LAWS AND LEGAL NOTICES.

We will, however, add the following extract from Governor White's "First Biennial Message," on a subject of deep interest to all newspaper publishers, and that will be especially appreciated in States where inadequate provisions have been made by legislative enactments for newspaper publicity to properly safeguard the interests of the people:

"In respect to the requirements for legal newspaper publications, the State of West Virginia has pursued, in the past, a very niggardly course toward the press. There are many matters of public interest, and statements of financial affairs, which ought to be required to be published; and these publications, as well as other financial statements now required to be published, should be at legal rates and in at least two papers of opposite politics in each county where there are two such publications.

"The law should also provide that whenever a publication is required in a legal proceeding, it shall be taxed by the clerk of the court as part of the court costs of the case, and be collected by him at the same time and in the same manner as the other court costs are collected and by him paid to the publisher; and that no divorce be granted or judgment or decree be entered without the payment of the publisher's fee for the advertising required in such case.

"No license to sell liquors should be granted without an advertisement, once a week for thirty days in advance of the application being considered, in at least two papers of opposite politics (if there be such) in the county where the application is made. The application should state not only who is applying for the license, but where the applicant proposes to sell."

"BOONASTIEL"

The second book, received from a member of the recent convention of the National Editorial Association, is by T. H. Harter of the Pennsylvania delegation and editor of the Keystone *Gazette,* Bellefonte. The book bears the somewhat singular title of "Boonastiel," and, what is more singular yet, it is printed in "Pennsylvania Dutch," and is said to be the only prose work extant printed wholly in that language. While it is nearly all "Greek to us, it looks attractive and we judge from the few words that we can understand—our education in this particular language having been sadly neglected—as well as from the illustrations, that the volume is brimful and running over with quaint humor. The success of the book, which is now in its second edition, revised and greatly improved, is proof of its merit and entertaining quality. The "Pennsylvania Dutch" are the lineal descendants of early immigrants from Germany, and are entitled to the title *Deutch* or Dutch, while the "New York State Dutch" are descended from Holland ancestors and would more properly be called "York State Netherlanders" than "Dutch." Any thorough German Scholar will be able to read and to enjoy "Boonastiel." The sketches and stories were first published, from week to week, in Mr. Harter's newspapers and proved so popular as to lead to their issue in book form. The work portrays the peculiarities and eccentricities of this sturdy race in their own dialect, consisting of readings and character stories entirely original with the author, bringing the readers back to the long ago when "boys on the farm;" followed up by philosophic and humorous comparisons of conditions as they then and now exist.

It is the only volume of prose in this dialect now in existence, and is sent by mail to any address in the United States for $1.50. Money refunded if book is not satisfactory and returned in good condition. While we cannot read the book understandingly, we know Mr. Harter to be a genial-souled gentleman and a pleasing entertainer with stories, readings, jests and songs, and we also highly appreciate the courtesy conveyed through the remembering the editor by the presentation of this unique volume.

NEWSPAPER CRITICISMS

BY O. BYRON COPPER, DE SOTO, WIS.

Address all Communications for this Department to De Soto, Wis.

KEEP SWEET. That is the motto which every business man, and especially every newspaper man, should keep constantly before his mind. Do not allow your disordered stomach or your dyspeptic condition to arise as an excuse for the incourteus treatment of a customer, or harshness toward an employee. That you are miserable is no reason why you should make other people so. Be bigger than your business; be greater than the petty trials of the day; rise above your disease, and you will become worthy of the better things which you will thus naturally inherit. Above all things an editor should be ever affable and courteous to his subscribers whenever or wherever he chances to meet them, be that upon the street or within his private sanctum. Have your business so systematized that when a patron enters your office, you can calmly lay aside your work and easily devote a half-hour or so to his entertainment, without a bored or worried look upon your countenance to chill your manner and spoil your caller's visit. It will mean money in your pocket-book. Don't insult your guest by looking at your watch every five minutes, but be complaisant and patronizing, no matter if your caller be the village banker or an ordinary section-hand—treat all alike. If he be a rural subscriber, extend to him a firm and hearty hand-shake, enquire after the welfare of his family and his crops—and show him that you are interested in his affairs as well as in your own. And don't let this be mere deception, but get interested in your patrons. Be generous-hearted, else you will never know the richness of real success. The newspaper man with a mean, stingy, little soul may possibly lay up a little money in the bank, sometimes, but he never really succeeds, after all, for true success is not by any means all a matter of mere dollars and cents—there's something higher to be considered. Be ever kind to your employees; do not think that just because your establishment and your capital furnish them employment, that gives you license to vent your spleen upon them whenever your liver is out of order. A cheery "Good morning" and a kind word now and then from the "boss" will invariably get more work out of an employee than cold indifference or curses, because it makes him a happier man, and in just the degree that a workman is happy and contented at his work is he able to do the job justice—is he able to do his best. The writer knows, because he has worked out some himself. Be kind to your workmen; but maintain the dignity sufficient to keep the fact established that you are running the office, and the result will be greater returns for the cash you put into pay-envelopes.

Outlook, Briarcliff Manor, N. Y.—We mentioned this handsome little publication in our last month's instalment, but with the limited amount of time then at our disposal, we dared not attempt the elaboration which the specimen deserves. As we put it then, the Briarcliff *Outlook* is simply "exquisite." It is printed at Briarcliff Manor, "twenty-seven miles up the Hudson from Manhattan Island . . . in the higher altitudes of the Westchester Hills," in the towns of Ossining and Mount Pleasant, N. Y. We would like to give a more complete description of the community from which this perfect little magazine emanates, but we cannot, since all we know about it is the little we have been able to glean from hurried glances through the pages of the brochure itself; but it seems to be a select and ideally-conducted spot on the face of the earth into which no one is admitted without he possesses the required qualifications "for the safety and advantage of all to whom the place is home." Every printer with any taste and judgment has admired the beauty and daintiness of the popular Cheltenham series, and that is the dignified dress which adorns the Briarcliff *Outlook,* exclusively, both in reading matter and display; and it is one of the most forceful and convincing demonstrations of our long-advocated one-series doctrine, we have ever been privileged to inspect. The *Outlook's* compositor is a master hand, and every page of the magazine gives evidence of his skilful touch. In fact, it were difficult to find even the tiniest flaw in this Briarcliff Manor product, so handsomely and so elegantly has everything been executed. While the object of the *Outlook,* as stated last month, is the "promotion of country life," unlike that of so many devotees of the farm and field, its contents are up to the highest standards of literary excellence. The impression is perfect, and we have not used that adjective thoughtlessly as it is often used. The stock is an elegant cream enameled, which offers the greatest possible advantage in the printing of the numerous half-tones with which the pages are dotted. The displayed ads, which are in the main more on the order of those commonly seen in country newspapers, rather than on the order of magazine ads as printers have learned to designate them, have none of that grostesque, time-killing effect in them, but their typographical style is that clean, plain, pure simplicity that harmonizes so admirably with the dignity and the daintiness of the Cheltenham faces which enter into their composition exclusively. Our ad contest reproductions this month render the showing of any of these designs from the Briarcliff *Outlook* rather impracticable at this time, but we hope to be able to make some ad selections from this little publication for exhibition in a future issue.

We have a package of ads from O. H. Walters of the Albion (Nebraska) *Argus,* which for the same reason as stipulated at the close of the above paragraph, we are holding in abeyance for future review. Although we have not yet opened the packet, from past knowledge of the class of work on the forementioned publication, we feel safe in anticipating something especially fine.

Erwin B. Ault, that "artist printer" of Lewiston, Mont., is now at work as all-round man on the Toledo, Ohio, *Socialist,* and favors this department with a number of copies of the publication upon which he works, principally for the purpose of having some ads reviewed—not of his own composition, but some that he has designed for other workmen, as we understand it. Of necessity, as above explained, we will postpone criticism of the ads until a future instalment, reviewing only the paper itself at this time. The *Socialist* is a seven-column sheet, varying in the number of its pages according to needs, we take it; and it makes the error common to too many of the larger newspapers of this age, namely, the adoption of an altogether too sensational style of typography and cartoons. The writer is not an avowed Socialist, yet he can easily sympathize with much of the Socialistic philosophy; but he never could be entirely converted to any doctrine exploited by such exaggerated literature—or, more properly, such abnormal typography—as that represented in these copies of the *Socialist.* How much more weight the newspaper which maintains neat, modest styles throughout its pages must carry with the intelligent reader, than one that embellishes its columns with glaring, shocking scare-lines. We believe we have remarked before that there is very little difference between newspapers and people; it is a fact, at any rate: When we meet a person who "puts on a lot," as we say, we soon learn to have but little confidence in him; and just so it is with newspapers: The modest, unassuming sheet gets our confidence every time in preference to the loud and boldly-displayed journal. The impression on this publication is not bad, and the contents, while much of them might be termed fanatical, are in the main forensical and full of enthusiasm and force.

Here is a brief but interesting letter from a new Kansas friend, dated at Council Grove, Kansas, June 12, 1905:

O. Byron Copper, De Soto Wis.

DEAR SIR:—Having read your work in the JOURNALIST with much interest and profit, from time to time, I send you our sheet this week, and shall appreciate criticism from you in some future issue of the JOURNALIST. Of course, you will have to take us as we are, brevier and burgeoise mixed. Criticism on press-work, ads, arrangement, reading matter, or anything else that will help us improve with the material at hand will be appreciated. The copy we send is about an average issue of the *Guard*. In two weeks we get out an "Advertisers' Edition" of some 2,800 copies. Our regular weekly run is two bundles.

Respectfully, M. F. AMRINE.

Now there is an editor who not only appreciates a department of newspaper review, but also understands and appreciates the object of such a department. One writer in this magazine for July rather more than intimated that there was an inclination among department conductors to get into ruts, as well as among everyone else, and we do not know but that the hint were more than half true, howbeit there is certainly nothing "rutty" about Editor Amrine nor his Council Grove *Guard,* notwithstanding that the paper is in the eve of its twenty-second volume. The *Guard* strikes us as strictly an up-to-date product, a six-column quarto with all of its pages bearing the imprint of the home office. There is a freshness and modern aspect to the contents of this paper's forty-eight columns which convinces us that is editor is interested in his work—in the welfare of his town and the welfare of his newspaper—and that the creators of the *Guard* possess minds not only capable of incorporating outside suggestions into their work, but equally capable of generating new ideas of their own. The *Guard's* first page is made up exclusively of straight reading matter (which is doubtless one reason why it meets so strongly with the approval of this department) all neatly arranged with perfect balance and good artistic effect. A paper of an even number of columns is not so easily made up in good balance as is a five- or seven-column page, yet the make-up of this sheet cannot be criticised adversely. We would suggest, however, that the three little ornaments employed between items in the department "Of Interest to Women," were a trifle too bold, for the use of so many—one of these would have been sufficient; or better still, three lighter-faced ornaments. Mr. Amrine is conscientious with his advertisers, giving them all positions next to pure reading, where possible, much to the detriment of the appearance of his paper. We have repeatedly expressed ourselves as not in favor of this form, and so often exploited our ideal plan, that it seems almost superfluous to again repeat it here; but for the benefit of those who have not caught the hint as yet, we will say that the right hand side of the page is the only proper place for the ads, arranged according to the laws of Nature with the larger ones at the bottom and the smaller ones at the top. Where a half-page space is occupied by an ad with the other half of the page devoted to straight matter, as is the case in this paper in several instances, let the ad occupy the lower half; because in so doing you will be catering to the most important of your patrons—your readers. Certainly we realize that all will not agree with us in that the subscriber constitutes the newspaper man's most important patron, but it is, nevertheless, a fact, notwithstanding that the advertising department may show greater returns in the ledger. Without the subscriber it would be a difficult proposition to talk convincingly to the advertiser with a view to getting business. The story can best be told by stating that the interests of the publisher and the advertiser are identical, hence that which benefits one cannot help but benefit the other also. Let the reader have the privilege of perusing the news first if he wishes, and place that as conveniently before him as you can; for if you fail to do this he will begin after a while to think that your paper is no good. And he will not only begin to think so himself, but he will tell other people so, and no matter how insignificant an individual may be, there is always a certain set who "swear by him," as he would say himself, and their money in an editor's pocket-book is just as good as that of anybody's else. Don't try to force your ads upon the people by giving them the best positions in the sheet, but make them attractive as possible and then give them best available place—to the right of the page. The impression on the *Guard* will stand comparison with that of the average country weekly, but is a trifle light, and we are at a loss to determine whether this is due to too little ink, too little impression, or aged type. The advertisement composition is just ordinary, and a word like that to an editor as wise as Mr. Amrine will doubtless be sufficient to cause him to see that it is pushed above the ordinary mark. But when it comes to editorial work we are not capable of offering any suggestions for improvement, since in this respect the Council Grove *Guard* ranks among the best. One thing which especially interested us, because it is a matter upon which we, too, as a country editor have had to "drum" into our patrons, is the fight which Editor Amrine has been instigating among the Council Grove merchants against the mail order houses. A circular which he has issued evidently for circulation among prospective advertisers, constitutes an excellent argument. We have also been enclosed a copy of a little folio folder entitled, "Instructions to Correspondents," and containing some very desirable and valuable pointers to the paper's regular news-gatherers. Besides the circular above alluded to, there is an editorial in the paper dealing with the same subject of the mail order business, telling of the methods which make it a success, and advising local advertisers to fight the mail order concerns with their own implements of war—ads with pictures and prices in them. Truly, those are the things that make an ad effective—pictures and prices—the pictures to attract attention to the ad, and the prices to attract custom to the store. Judging from the healthy advertising support now accorded the publication under criticism, these "talks on advertising" which its editor has been giving his readers have succeeded well in producing the desired effect. Owing to the scattered way in which, as previously intimated, the ads are arranged, it is rather difficult, without a careful measurement, to say just how great an advertising patronage the *Guard* enjoys, but we would estimate it at not less than seventeen or eighteen columns. In some localities the only way to get advertising support from the merchants and business men is through education imparted by the paper itself. The editor has a powerful advantage in having unstinted access to the columns of a whole newspaper all his own, and happy is the editor who exercises that advantage judiciously—but there! Some of our patrons will begin to think that we are going to devote this entire department to this one contributor—however, our remarks have been somewhat rambling and intended just as much for the good of one reader as another, and as "Bill Barlow" says, "the which was written to read," and for anybody. We feel, however, that even in this somewhat long-drawn "spiel" we have scarcely done Mr. Amrine and his fine paper justice, and we sincerely hope he will not fail to remember us when the "Advertisers' Edition" is issued. In passing, we tender thanks for that handsome blotter—it will come in handy, all right.

If we remember rightly, we mentioned in our last month's instalment the fact of our having a copy of the *Egyptian Hustler* on hand for review, the same being a special edition issued from the office of the Anna, Illinois, *Democrat,* by the women of that city, in consequence of the annual meet at that place of the Hustlers' fraternity. And a grand piece of literature it is, too. Although we haven't had the time to read all, we feel safe in making the statement that the *Hustler* contains many excellent articles, profusely illustrated, and an editorial department which bespeaks careful work on the part of its lady editors, and withal, reflecting great credit upon them. Typographically the *Hustler* also ranks eminently with modern printed creations and makes an excellent advertisement for the publication of which it is an adjunct. The advertising columns are well patronized by local firms, and the displayed work, much of which was the handiwork of our familiar friend, Foreman Leon E. Derr, is worthy of considerable praise, especially in point of the tasteful whiting out in evidence in everyone of them. The heads in this paper are a trifle crowded, and the dashes employed in these would have given a better effect had they been graduated, say from seven to four picas, the longer at the top of the head and the shorter ones at the bottom. The impression on this sheet is praiseworthy and the lay-out in good form.

If we should say, as we certainly shall, that the *Journal,* published at Newark, Arkansas, is an excellent little weekly, no one could gainsay us. It is a five-column quarto, "all printed at home," as the two small, neat, boxed squibs at either side of the title proclaim. The initial page of this publication is the veritable quintessence of modesty and neatness. The title appears in caps and small caps of a Columbus face, just the right size to look well, and, as intimated, at both sides of this are little oblong panels of a single two-

point rule, containing the words as above quoted. Just below the title, and separated from it by a hair-line head-rule, is this device, in nonpareil Lining Gothic: "Published in the famous big bottom country, where alfalfa is king." Following this is the date line, which, by the way, is in a trifle too large and too bold a face. Lining Gothic and Antique constitutes the letter in the sub-headed heads on this page, while the single heads appear in plain DeVinne, and there is not a head-line stronger than brevier in the entire page. In the central column at the top there is a neat pictorial head of "Local Items," and in two of the copies of this paper at hand, the other four columns open with heads consisting of one full line, subheaded by a three-line pyramid; but in the third copy we have, only the two outside columns begin with such heads while the second and fourth columns start out with a broken article which runs about a stickful before finishing. This last scheme makes by far the most pleasing arrangement. As to contents, the *Journal* is to be highly congratulated. The news service is excellent, consisting chiefly of local and personal happenings, with considerable state news gleaned from current dailies. There is a need of more correspondence. The editorial work is extensive and high class. Many of the displayed ads are nice, but others are not, chiefly because of the fact that they are crowded too full of bold type faces. The ideal ad is set either from a bold letter for display and a lighter face for the body, or from an entire series of some of the faces of less pronounced boldness, such as Caslon Old Style, Jensen, Bradford, or Cheltenham, in which the larger sizes naturally bear a much more emphasized boldness in appearance than do the smaller sizes, which is not the case with the Post Old Styles, Gothics, DeVinnes, etc. The print on this publication while much ahead of the ordinary, is somewhat uneven, due, we judge, from imperfect ink-distribution, or from an imperfectly-adjusted ink fountain. O. F. Craig is editor of this commendable little home-printed quarto, and makes an advertising rate of five cents the line for reading notices, and displayed advertisements according to length of time and amount of space contracted for.

The Albion (Nebraska) *Argus* is a seven-column quarto, on ready-prints, with high standards maintained throughout its various departments. With the exception of approximately one and three-quarters columns, the front page consists of correspondence, twelve different localities being represented, but, unfortunately, this one and three-quarter columns, exclusive of the news matter, is occupied by displayed ads. which we can hardly pardon, since there is apparently an abundance of room for them on other pages. The *Argus* is printed beautifully legible, and there is a high degree of care in evidence in the little things pertaining to makeup—graduation of articles, justification, etc. The local news service is excelled by few country weekly newspapers of this class, and the editorial department merits our highest commendation. It is somewhat elaborate and the literary style is indicative of a cultured and well-trained mind. The displayed departments savor of up-to-dateness and more or less skill and care on the part of their creators. The mechanical and typographical equipment of this publication is evidently complete, and the work shows it. D. J. Poynter is the editor and proprietor of this fine newspaper.

The Mound City (Missouri) *News*, while a most worthy newspaper product, yet violates the instructions of this department entirely in the arrangement of its displayed ads; two of the six columns constituting the first page are given up to displayed matter, and these are made up with the biggest ad at the top of the column and the smallest at the bottom, while the ads on all other pages of the sheet are scattered here and there wherever they could be so situated as to form an island or a peninsula, considering the ad as land and the straight matter as water. Now, since we have so strongly advocated the opposite arrangement, we have taken particular pains to observe whether or not the publications following the plan of makeup contrary to ours, are accorded any greater advertising patronage than are those who have adopted the ideal method, and we are sincere and conscientious in the report that they are not, despite the fact that devotees of the other way cling to it only because of a fear that a change might cause a falling off in the advertising support. The argument that saves the theory is this: The advertiser is best benefited only when the medium is benefited, and it is certainly a decided benefit to a newspaper to have its makeup systematical, compact, and uniform. Otherwise, as hinted, the *News* is a very creditable periodical, being a ready-printed quarto, containing an abundance of news all presented in an admirably neat and readable shape. The ad patronage is liberal and each design has received careful treatment at the compositor's hands. King Bros., as the editors and proprietors of this weekly, deserve the compliments of this department upon the excellence of their editorial features, and for the commendable quality and quantity of correspondence which they are furnishing their readers. We notice also that the *News* makes a flat rate of five cents a line for local reading notices, cards of thanks, notices of paid entertainments, and wedding present lists; while ten cents a line is charged for poetry following death notices; obituaries, if recent, being published free, as are various other notices of a political, religious or fraternal character. These former things are purely advertising, as we have said before, and therefore should be paid for, at the same rate as other things of their class.

The Estherville (Iowa) *Enterprise,* published by J. J. Reardon, is several stages above the average six-column quarto weekly, especially in point of excellent impression, artistic display, and neat lay-out; and the editorial work, and news service are beyond reproach. The paper is entirely a product of the home plant, the inner four pages consisting principally of plate matter. An enviable advertising support is extended the *Enterprise,* but as regards the arrangement of this we would refer our contributor to the paragraph above in which we have covered his case exactly. The fact that no displayed matter is allowed on the introductory page calls forth our commendation, but we observe by another copy of the same publication of a later date that this is not maintained as an unchangeable rule, as is evidenced by the full page ad on the front. Had we forgotten to explicitly praise the fine editorial department in this sheet, and the gratifying amount of local items, we should never have forgiven ourselves, for in these respects the *Enterprise* is a model. As intimated, the advertisements are set after an elegant fashion, with good, strong display—its strength lying chiefly in the fact of its correctly distributed white space, and the plentifulness of the same. If we didn't have those contest designs to show, this month, we'd certainly spread a feast for our readers with selections from this publication. The ad compositor attempts but the simplest designs, and his creations are nothing if not beautiful. The great quantity of letters from neighboring localities is another point upon which this paper merits praise, but we should suggest a less prominent head-letter. In conclusion, with this contribution, permit us to state that we "admire greatly" the fine system of classification maintained in the *Enterprise,* from which we hope to hear at frequent intervals in the future. There's nothing like keeping us posted on your achievements—in fact it rests with our readers now, as it always has, whether we are to make this department worth reading or not, for our readers must furnish the material.

If all newspapers were up to the standards of excellence in evidence in the Thief River *Press,* printed at Thief River Falls, Minnesota, by two former Wisconsin lads, D. A. and J. A. McDonald, then the newspaper critic would have nothing much left to do but exercise his most important characteristic, which as quoted in a former instalment is "the ability to admire greatly." However, the makeup may yet be materially improved by the inauguration of rules extended continually in these columns of the National Printer-Journalist. This tiny hint is provoked by the observation of the first page of this issue before the writer, which, while entirely free from displayed matter, bears a rather unsystematic aspect with each of the four first columns opened with a sub-headed Gothic head, and the remaining two opening with a neatly designed double-column head, while the additional heads in this page are placed apparently just wherever they hapened to fit. To have given the page an artistic effect, the double-column design should have occupied the two central columns, while only the two outside columns should open with the headed articles. Then the remaining heads ought to have been arranged with a view to artistic balance lower down in the page. Heads in the page of a newspaper are just like the touches of color in a painting, and the makeup must exercise just as much care as to where he places his heads, as an artist must in giving his picture its necessary dashes of brighter hues. And in order to obtain the best results in the making up of a newspaper it is imperative that

a uniformity of size and series is maintained in the letters employed in the heads. This is one reason for the rather unsightly appearance of this initial page of the *Press*—there is too great a variety of sizes in the head letter used.

Talk about an enthusiastic, energetic, valuable editor, but don't forget to include this unpronounceable name in your mention, viz: Jesse D. Kuykendall, editor of the Middletown, (California) *Independent,* a red-hot little four-column, all home print quarto exponent of the best interests of "Lake County in general and Middletown in particular." The *Independent* is remarkable chiefly because of the fact that it is strenuously awake to the needs of its home town and pushes and boosts everything toward the realization of such needs. This is a newspaper's highest privilege and duty. Boost your town, and every boost will put a dollar into your pocket-book. As we have said, the Middletown *Independent* is a four-column quarto, all home print, and the print is not just exactly first class, either, but quite readable. All typographical features we consider creditable, and especially is the home set title to be admired, that being designed after the panel scheme with Jensen figuring exclusively in the typography thereof. There is a crisp, awakening editorial department, which is no less praiseworthy than the rest of the paper's contents, all of which are original, fresh and entertaining. There doesn't seem to be much of an advertising patronage, and the few ads carried are only ordinary in their composition. The makeup is generally neat and with an unmistakable tinge of push and progress in its aspect. The *Independent's* publisher last June closed a Successful Lewis & Clark Exposition Voting Contest, in which 11,375 votes were cast, and some sixty or seventy new subscribers added to the *Independent's* lists. Miss Neva Piner is the name of the young lady who won the prize, a cut of whom graced the initial page of the copy of the paper following the close of the contest. The issue of July 1 is devoted mainly to enthusiasm over the possibilities of an electric railway line for Middletown. We mention these facts because they are illustrative of the energy and enthusiasm characteristic of the true country editor—the characteristic that makes the country editor the most important factor in the town. Editor Kuykendall may not wear the best clothes of any man in Middletown, California; his pocket-book may not be the fattest, nor his bank account the biggest; but one thing we are sure of, no man in that village is doing more for its interests, and we dare say no man enjoys higher public esteem, nor would be more greatly missed by the community at large, than the editor of *their* paper—Jesse D. Kuykendall. He deserves all the esteem and all of the public gratitude he gets.

Don't Miss Our Spring
Suit Sale
We show you suit values that will be an eye-opener to you. They include fine Worsteds, Cassimeres, Cheviots and Summer Flannels. All colors, any style. Prices
$5.50 $10.00
$7.50 $12.50
$9.00 $15.00
TOMKINS CLOTHING CO.
One Price Cash Clothiers

No. 1

Don't Miss Our
Spring Suit Sale
We show you suit values that will be an eye-opener to you. They include fine Worsteds, Cassimeres, Cheviots and Summer Flannels. All colors, any style. Prices
$5.50 $10.00
$7.50 $12.50
$9.00 $15.00
Tomkins Clothing Co
One Price Cash Clothiers

No. 2

No. 3

Don't Miss Our
Spring Suit Sale
We show you Suit values that will be an eye-opener to you. They include Fine Worsteds, Cassimeres, Cheviots and Summer Flannels. All colors, any style.
Prices: $5.50, $7.50, $9.00
$10.00, $12.50, $15.00
Tomkins Clothing Company
One-Price Cash Clothiers

No. 4

We are more than gratified over the manifested favor with which our ad-setting contests are being received by the compositor readers of this department of the National Printer-Journalist. We had thought that our past contests were especially successful, but we believe our readers will all grant that the present competition has proved really and abundantly so. Twenty-three competitors have entered contest No. 4, submitting some forty-six different designs, an average of two apiece. Lawrence Wietlispach, of Streator, Illinois, the winner in our last competition, has again carried off first honors, and, we trust all interested will concede, has done it fairly and honestly, too, although not easily, by any means, many specimens having scored up to within a very few points less than his. The summary is as follows:

No. 1—L. Wietlispach, Streator, Illinois.
No. 2—L. Wietlispach, Streator, Illinois.
No. 3—Wm. H. Haskins, Boston, Massachusetts.
No. 4—Chester A. Lyle, Boston, Massachusetts.
No. 5—Percy A. Jackson, Middleboro, Massachusetts.
No. 6—Howard C. Hull, Asheville, North Carolina.
No. 7—Leon E. Derr, Anna, Illinois.
No. 8—Howard C. Hull, Asheville, North Carolina.
No. 9—L. Wietlispach, Streator, Illinois.
No. 10—Vance R. Noe, Estherville, Iowa.
No. 11—Leon E. Derr, Anna, Illinios.
No. 12—William W. Graham, Cambridge, Massachusetts.
No. 13—Percy A. Jackson, Middleboro, Massachusetts.
No. 14—G. M. Kerpestine, Milwaukee, Wisconsin.
No. 15—Wm. H. Haskins, Boston, Massachusetts.
No. 16—G. M. Kerpestine, Milwaukee, Wisconsin.
No. 17—William W. Graham, Cambridge, Massachusetts.
No. 18—H. P. Hurlburt, Prescott, Wisconsin.
No. 19—Vance R. Noe, Estherville, Iowa.
No. 20—Edward Courtright, Oxford Junction, Iowa.
No. 21—F. L. E. Winn, Mayville, North Dakota.
No. 22—H. A. Smith, Huntington, Indiana.
No. 23—O. H. Walters, Albion, Nebraska.
No. 24—F. A. Van Gelder, Lima, New York.
No. 25—Percy A. Jackson, Middleboro, Massachusetts.
No. 26—O. H. Walters, Albion, Nebraska.
No. 27—O. H. Walters, Albion, Nebraska.
No. 28—Edward Courtright, Oxford Junction, Iowa.
No. 29—Chester A. Lyle, Boston, Massachusetts.
No. 30—F. A. Van Gelder, Lima, New York.
No. 31—Dell D. Shaw, Mayville, North Dakota.
No. 32—H. P. Hurlburt, Prescott, Wisconsin.
No. 33—F. A. Van Gelder, Lima, New York.
No. 34—Chester A. Lyle, Boston, Massachusetts.
No. 35—Edward Courtright, Oxford Junction, Iowa.
No. 36—Ernest Tomowske, Milbank, South Dakota.
No. 37—William W. Graham, Cambridge, Massachusetts.
No. 38—Charles Welborn, Asheville, North Carolina.
No. 39—David C. Silve, New Orleans, Louisiana.
No. 40—L. E. Rader, Jr., Olalla, Washington.
No. 41—Guy E. Teeple, Wooster, Ohio.
No. 42—Guy E. Teeple, Wooster, Ohio.
No. 43—Guy E. Teeple, Wooster, Ohio.
No. 44—Royal B. Child, Arcadia, Florida.
No. 45—Guy E. Teeple, Wooster, Ohio.
No. 46—Royal B. Child, Arcadia, Florida.

In so extensive array of ad specimens it would be rather impracticable to review each and every specimen, as we should like to do; therefore, we must let a few general remarks suffice, while the reader by referring first to the accompanying standard score and thence to our system as outlined in last January's department, will easily be able to appreciate our findings in each instance.

The high quality of work displayed in the many contributions to this contest render an accurate decision therein no easy matter, and while the difference in excellence between various examples is but slight, we have been extremely careful in placing each design, and trust that all concerned will feel entirely satisfied with the results. Viewed from the point of mere comparison, some designs which appear lower in the list might easily be judged as better than some of those which have been given the preference; but these contests are strictly technical, and in forming our decisions, every practical point, as well as all aesthetic tendencies, have been thoroughly covered, as indicated in the accompanying score.

While generally this competition has been so successful and gratifying, the number of new contributors participating and the general excellence of the designs being especially appreciable, yet it has been not without one disappointing feature—the absence of several of our old friends,—Hood, Hooker, Bowman, Ovenden, Lytle, Lampman and others—where are they?

A study of so great a variety of ad designs as constitute this contest, constructed as they have been after identically the same copy, cannot fail of proving most profitable to all who are interested in the setting of ad-type.

The fine, strong beauty and technical advertising value of Mr. Wietlispach's winning design will at once appeal to the eye and heart of every real artist. The only defect we have been able to detect is the slight inharmonious effect resulting from the great strength of the primary display line. The worthiness of his other creation to second place will hardly be questioned, but many will no doubt marvel that we should place this peculiar design from Wm. H. Haskins third in the list. This ad (No. 3) together with several other fine specimens from the east, namely, Nos. 5, 12, 13 and 17, constitute a style of modern ad-typography to which we wish to call the readers' special attention, since it indicates a wide, and we think commendable, divergence from the more rigid and more extravagant schemes which have been in vogue so extensively of late years. But it requires a real artist to handle this style of typography, as it is more or less difficult to get the matter grouped in the allotted space in such a manner that good balance is maintained, while securing an aesthetic appearance and effecting a correct distribution of white.

No. 5

No. 6

Percy A. Jackson in his No. 13 specimen produces the most radical, yet most handsome, example of this scheme, while we cannot help greatly admiring Mr. Graham's No. 12—and Wm. H. Haskins' No. 3 is genuinely beautiful in its fine simplicity, and technically more correct as an ad, especially in point of display. Specimen No. 15 is another one of the Haskins' products of a style which ought to be encouraged among ad-compositors. It is certainly neat and pleasing, and tells the whole story which was intended to be conveyed to the reader, as simply, readily and concisely as no other construction can. However, the border encompassing this design is rather too bold to give a perfectly harmonious aspect, and in the main it might be considered somewhat commonplace. As an old-style design, G. M. Kerpestine's No. 14 deserves great praise, and in specimens 10 and 19 Vance R. Noe has demonstrated the effectiveness of a few small alterations, and the value of carefulness in little things.

DON'T MISS OUR
SPRING SUIT SALE
We show you suit values that will be an eye opener to you. They include Wools, Cassimers, Cheviots, and Summer Flannels, all colors, any style. Prices:
$5.50 $7.50 $9.00
$10.00 $12.50 $15.00
TOMKINS CLOTHING COMPANY
One Price Cash Clothiers

No. 7

Don't Miss our Spring
SUIT SALE
We show you Suit Values that will be an eye-opener to you. They include Fine Worsteds Cassimers, Cheviots and Summer Flannels All Colors any Style
PRICES
$5.50 $9.00 $12.50
$7.50 $10.00 $15.00
Tomkins Clothing Company
ONE PRICE CASH CLOTHIERS

No. 8

Edward Courtright, in the specimens which he submits in this contest is rather disappointing to us inasmuch as that whereas they suggest great skill and good taste, yet they are scarcely up to the high standards of other work which we have had from this same contributor, and rather indicate that job composition were Mr. Courtright's fort rather than the composition of ads. The forepart of this remark might very appropriately be repeated in reference to the design from F. L. E. Winn, of Mayville, N. D., whom we erroneously credit in our last instalment with having secured first prize in our third contest, while in reality he was only second, as every reader of this department knows, L. Wietlispach, the winner in the present competition having also attained to first position in our third contest. If through some inadvertency Mr. Wietlispach has failed to receive his full honors on this former occasion, we will gladly make amends.

Of course, we cannot mention everyone who has contributed to this mutual rivalry, but must not fail to call attention to Dell D. Shaw's forceful creation represented in exhibit No. 31. No. 37 shows how decidedly an otherwise creditable design can be virtually spoiled by over treatment. The dollar signs in this specimen are positively "too much of a good thing." Chester A. Lyle's No. 34 is an elegant piece of "Chap-Book" composition, original in the extreme, but not wholly approved. If there is a perfectly unsightly letter it is that Post or Plymouth Italic employed in David C. Silve's No. 39; we cannot commend this design, either, although it is strong in originality, but extremely low in the treatment of details. L. E. Rader, Jr., in his No. 40 has done exceptionally well for a boy of his years and experience in the trade, but commits the error so common to the novice, which is the employment of too large type for both the secondary display and body of his ad. The central portion of this exhibit, too, is considerably overdone with dashes and underscores.

No. 9

No. 10

Contrary to the rules of this contest, we are showing four designs set by Guy E. Teeple, of Wooster, Ohio, simply for what the changes in each are worth as a study for printers. And because Royal B. Child does not, cannot, or will not, profit by advice and example, and, if not become converted to "frames" for his "type-pictures," then learn how to distribute the white space in his ads in such a manner as to make them valuable and artistic creations without borders, he has attained to the lowest position in the list. Still, we believe that Mr. Child is sincere and honest, and we yet have faith in him and his works, and trust that some day the truth of the value of borders and the knack of proper whiting out will be revealed unto him. Let us hope so, at any rate. We have no objection to a man holding to different opinions than we on questions pertaining to typography or anything else, but with regard to these pointers which we have extended Brother Child we are sure that we are

Don't Miss
Our Spring Suit Sale
We show you suit values that will be an eye opener to you They include
Wools, Cassimers, Cheviots and Summer Flannels, All Colors Any Style
PRICES
$5.50 $7.50
$9.00 $10.00
$12.50 $15.00
Tomkins Clothing Company
One Price Cash Clothiers

No. 11

No. 12

right, and are perfectly willing to allow the case to rest with the jury, let that be composed of twelve of the most eminent printers in the land.

We have received many letters in consequence of contest No. 4, many of which are of such an interesting character, that we cannot refrain from sharing their contents in whole or in part with the readers of this department. First, we have one from Brother Wietlispach, in which he says:

"I am looking for quite a bunch of the 'boys' getting mixed up in this affair, therefore I'll get in early, and avoid the rush."

No. 13

DON'T MISS OUR
Spring Suit Sale
WE SHOW YOU SUIT VALUES THAT WILL BE AN EYE-OPENER TO YOU
They include fine Worsteds, Cassimers Cheviots and Summer Flannels
ALL COLORS ANY STYLE
PRICES $5.50 $7.50 $9.00 $10.00 $12.50 $15.00
Tomkins Clothing Co.
ONE PRICE CASH CLOTHIERS

No 14

Don't Miss Our
Spring Suit Sale
We show you Suit values that will be an eye-opener to you. They include Fine Worsteds, Cassimeres, Cheviots, and Summer Flannels All colors, any style
Prices $5.50, $7.50, $9.00, $10.00, $12.50, $15.00.
Tompkins Clothing Co.
One-Price Cash Clothiers

No. 15

DON'T MISS OUR
SPRING SUIT SALE
WE show you suit values that will be an eye-opener to you. They include fine WORSTEDS, CASSIMERS CHEVIOTS and SUMMER FLANNELS All colors, any style. Prices $5.50 $7.50 $9.00 $10.00 $12.50 $15.00
Tomkins Clothing Co.
ONE PRICE CASH CLOTHIERS

No. 16

No. 17

No. 18

No. 19

DON'T MISS OUR
Spring Suit Sale
We show you suit values that will be an eye-opener to you. They include fine Worsteds, Cassimers, Cheviots and Summer Flannels ALL COLORS, ANY STYLE
Prices: $5.50 $7.50 $9.00 $10.00 $12.50 $15.00
Tomkins Clothing Company
One Price Cash Clothiers

No. 20

No. 21

Dont Miss Our
SPRING SUIT SALE
We show you suit values that will be an eye-opener to you. They include fine Worsteds, Cassimers, Cheviots, and Summer Flannels. All colors, any style. Prices: $5.50, $7.50, $9.00, $10.00, $12.50, $15.00.
Tomkins Clothing Co.
ONE PRICE CASH CLOTHIER

No. 22

Don't Miss Our
SPRING SUIT SALE
We show you Suit Values that will be an eye-opener to you. They include Fine Worsteds, Cassimers, Cheviots and Summer Flannels. All colors, any style. Prices:
$5.50, $7.50, $9.00
$10.00, $12.50, $15.00
TOMKINS CLOTHING COMPANY
One Price Cash Clothiers

No. 23

DON'T MISS OUR
Spring Suit Sale
We show you suit values that will be an eye-opener to you. They include fine Worsteds, Cassimers, Cheviots and Summer Flannels. All colors, any style. Prices: $5.50, $7.50, $9.00, $10.00, $12.50, $15.00
Tomkins Clothing Co.
One Price Cash Clothiers.

No. 24

No 25

Don't Miss
Our Spring Suit Sale
We show you Suit Values that will be an eye-opener to you. They include Fine Worsteds, Cassimers, Cheviots and Summer Flannels. All colors, any style. Prices: $5.50, $7.50, $9.00, $10.00, $12.50, $15.00.
Tomkins Clothing Company
One Price Cash Clothiers

No. 26

Don't Miss Our Spring
Suit Sale
We show you Suit Values that will be an eye-opener to you. They include FINE WORSTEDS, CASSIMERS, CHEVIOTS AND SUMMER FLANNELS. All colors, any style. Prices: $5.50, $7.50, $9.00, $10.00, $12.50, $15.00.
Tomkins Clothing Company
One Price Cash Clothiers

No. 27

DON'T MISS OUR
Spring Suit Sale
We show you suit values that will be an eye-opener to you. They include fine
Worsteds, Cassimers
Cheviots and
Summer Flannels
All Colors, Any Style
Prices: $5.50, $7.50, $9, $10, $12.50, $15
Tomkins Clothing Company
ONE PRICE CASH CLOTHIERS

No. 28

No 29

DON'T MISS OUR
SPRING SUIT SALE
We show you suit values that will be an eye-opener to you. They include fine Worsteds, Cassimers, Cheviots and Summer Flannels. All colors, any style. Prices: $5.50, $7.50, $9.00, $10.00, $12.50, $15.00
Tomkins Clothing Company,
One Price Cash Clothiers

No. 30

Don't
Miss
Our
Spring Suit
Sale
We can show you suit values that will be an eye-opener to you. They include fine Worsteds, Cassimers, Cheviots and Summer Flannels. All colors, any style. Prices: $5.50, $7.50, $9.00, $10.00, $12.50, $15.00.
Tompkins Clothing Company
One Price Cash Clothiers

No 31

DON'T MISS OUR
SPRING SUIT SALE
We show you suit values that will be an eye-opener to you. They include fine Worsteds, Cassimers, Cheviots and Summer Flannels. All colors, any style. Prices: $5.50, $7.50, $9.00, $10.00, $12.50, $15.00.
TOMKINS CLOTHING COMPANY
ONE PRICE CASH CLOTHIERS

No 32

Then comes this courteous missive from an old friend, tried and true, who has never failed to patronize these ad-setting contests of ours, with unmistakable benefits as evidenced in the improvement in his ad composition since his introduction to us some years ago. His design No. 4 is a beauty:

Mr. O. Byron Copper, De Soto, Wis.

DEAR SIR:—I note with pleasure the announcement of ad-setting contest No. 4 in N. P.-J., and herewith enclose proofs of my entry.

Hoping this will be the most successful of any previous competitions, and wishing you personally, and the N. P.-J., success, I am,

Yours fraternally, HOWARD C. HULL.

Don't Miss Our
SPRING SUIT SALE
WE show you suit values that will be an eye-opener to you. They include fine Worsteds, Cassimers, Cheviots and Summer Flannels. All colors, any style. Prices: $5.50, $7.50, $9.00, $10.00, $12.00, $16.00.
Tomkins Clothing Company,
One Price Cash Clothiers

No. 33

Don't Miss Our
Spring Suit Sale
WE show you Suit values that will be an eye-opener to you. They include Fine Worsteds, Cassimers, Cheviots and Summer Flannels. All colors, any style.
Prices
$5.50 $9.00 $12.50
7.50 10.00 15.00
Tomkins Clothing Company
One-Price Cash Clothiers

No. 34

Leon E. Derr, another good friend of ours, who has grown dear to us through our acquaintance in this department, writes a good letter; but on his request we are withholding it from publicity. We want to say, however, in answer to a suggestion therein, that we certainly do not object to the term, "friend" from Mr. Derr, nor from anyone else who contributes to this department, for we want to be a friend to them all. We consider the Derr design, No. 7, one of the cleanest, most handsome entries in this competition, and all of Mr. Derr's exhibits indicate study and progress.

Vance R. Noe writes that he sends us three different designs, but we are unable to show more than two of them, for two are all we have received. He says, in part:

"I suppose an attempt to improve the same arrangement will meet with your approval, although I imagine that different designs would make the contest more interesting."

Yes, indeed, the attempt to improve the same desgin is one of the most important ways of learning, and one of the most effective ways of teaching, typography; and different designs are no more interesting, and no more instructive, surely, than two designs of great similarity, yet one of them made so conspicuously better by such slight changes as those illustrated in these two excellent examples from Mr. Noe, Nos. 10 and 19.

DON'T MISS
Our Spring Suit Sale
We show you suit values that will be an eye opener to you. They include fine
WORSTEDS, CASSIMERS, CHEVIOTS & SUMMER FLANNELS
ALL COLORS, ANY STYLE
Prices: $5.50, $7.50, $9, $10, $12.50, $15
Tomkins Clothing Co.
ONE PRICE CASH CLOTHIERS

No. 35

Don't Miss Our
Spring Suit Sale
WE show you suit values that will be an eye opener to you. They include fine WORSTEDS, CASSIMERS, CHEVIOTS AND SUMMER FLANNELS. All colors, any style. Prices:
$5.50 $7.50, $9.00 $10.00, $12.50 $15.00
TOMKINS CLOTHING CO.
One Price Cash Clothiers

No. 36

Ernest Tomowske says:

"I am sending you under separate cover by this mail two proofs of an ad, I would like to enter in your contest. This is the best I can do, and, while I expect that a number of journeymen will have better designs, that does not hinder me as an apprentice, in submitting my idea, as I hope to gain some knowledge by so doing."

No; to be sure, that fact should not hinder any apprentice from entering, and to be excelled is positively no disgrace, since it is a conspicuous fact that many of the best compositors in the United States contribute to these ad-setting contests. And it might be added that these contests are especially designed for the improvement of the "little fellows" in the trade, and we are always particularly pleased to hear from them. Howbeit, these contests can succeed in their chief object only with the contributions of the journeymen, also, as model studies for the apprentice contributors.

Any reader of the NATIONAL PRINTER-JOURNALIST is eligible to enter these contests, and we are right glad that the author of the following letter came in, since we consider his ad No. 22, with a well-deserved score of 93½ points, added no little to the success and interest of this occasion.

"While not a regular subscriber to the JOURNALIST, I induced one of the girls of our office to subscribe for it about a year ago, and I exchange the *Inland Printer* with her, thereby becoming a regular reader of the same. The department I enjoy most, perhaps, is the one conducted by yourself. The sketch of your life recently given was intensely interesting. I herewith submit an ad * * * * not knowing whether I am entitled to enter the contest, or not.

Very respectfully, HERBERT A. SMITH."

Don't miss our $ $ $ $ $ $
$PRING $UIT $ALE
We show you Suit Values that will be an eye-opener to you. They include fine Worsteds, Cassimeres, Cheviots, and Summer Flannels
ALL COLORS
ANY STYLE
$ $ $ $ $ $ $
Prices
$5.50 $10.00
7.50 12.50
9.00 15.00
$ $ $ $ $ $ $
TOMKINS CLOTHING COMPANY : : One Price Cash Clothiers

No. 37

No. 38

In justice to Royal B. Child we wish to add that he writes that these ads which he submits "are not my ideal, by a long ways, but I haven't time just now to do any better." We can easily appreciate how difficult it is for a printer who is in business for himself (more so than with one who is employed by others) to find the time for preparing his specimens for such events as this, but we trust that none who has taken the time may feel that it has not been very well and profitably spent, even though he may have been lowest in the contest.

This is a letter from a new friend:

O. Byron Copper, De Soto, Wis.

DEAR SIR:—I am sending you under separate cover a couple of entries for your ad-setting contest.

I have wondered how my work would rank in the opinion of an expert, but have never before entered a contest. I hope you will not be too hard on me for the first time.

Being a newspaper ad, I took my proofs on common print, with news ink, making them look as nearly as possible as they would if printed in a paper. As you will notice, I have attempted no ornamentation, whatever, as I believe the strong, plain ad is the most effective, especially with the average compositor. I believe it takes a man of unusual ability to use ornaments properly.

Yours sincerely, H. P. HURLBURT.

No. 39

DON'T MISS
Our Spring Suit Sale
¶ We show you SUIT VALUES that will be an eye-opener to you. They include Worsteds, Cassimers, Cheviots and Summer Flannels. All colors, any style. Prices:
$5.50 — $7.50 — $9 — $10
$12.50 — $15
TOMKINS CLOTHING CO.
ONE PRICE CASH CLOTHIERS

No. 40

It would take a severe critic, indeed, to be "hard on" ads like these from this contributor (Nos. 18 and 38), Virtually, they are all right, and it is only under technical scrutiny that the errors are revealed, as indicated in the score. Mr. Hurlburt is publisher of the Prescott (Wis.) *Tribune,* and is correct when he suggests that the strong, plain ad is the most effective. True, again, it does take a man of unusual ability to use ornaments properly; and we believe, especially with ad composition, the man of usual ability uses them properly by not using them at all. There is another thing which Mr. Hurlburt mentions, and which several in this contest have likewise done, and that is the taking of their proofs on common print and with news ink, simply because it was a

THE STANDARD SCORE.

Ad Number	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	'23
Design	10	9¾	9¾	10	10	10	10	10	10	10	10	10	10	10	9½	10	9	9	9½	10	8½	9	9½
Display	10	10	10	10	10	9¾	9½	10	10	10	9¾	9	9	9½	10	9	10	9½	10	9½	10	9	9½
Typography	10	10	10	10	9½	10	9¾	10	9½	9½	10	9¾	10	9¾	10	9	10	10	9½	8½	9½	9	9
White Space	10	9¾	9¾	9½	10	9	10	9¾	9½	10	9¼	9	10	9½	10	9¾	10	10	10	10	9½	10	9
Artistic Treatment	10	9¾	9¾	9¾	10	10	10	9¾	10	10	9½	10	10	10	9½	10	9	8½	9¼	10	10	10	9
Harmony	9¾	10	10	10	9½	10	9¾	9¾	10	9	9½	10	9	9¼	8	9	10	10	9	9½	9¾	8	10
Economy	10	10	10	9¾	10	10	10	9½	9½	9½	9½	10	9	8½	10	9	9	9½	9½	8	8½	9½	9½
Legibility	10	10	9¾	10	9½	10	9¾	10	10	9¾	10	10	10	9¾	10	10	10	10	9¾	10	9½	10	10
Originality	10	10	10	10	10	10	10	10	10	10	10	10	10	10	9	10	9	9½	10	10	10	10	9½
Details	10	10	10	9¾	10	9½	9¼	9	9	9½	9½	9	9½	10	10	10	9½	9	7¼	9	9	9	8
Score	99¾	99¼	99	98¾	98½	98¼	98	97¾	97½	97¼	97	96¾	96½	96¼	96	95¾	95½	95	94¾	94½	94¼	93½	93

Ad Number	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46
Design	9	9	9	9	10	8	9	8	8	7	8½	7	8½	10	8	7	7	8½	8½	8	7	7	6
Display	8½	10	9	9	8	9	7	8½	8	8	10	5	9	9	8	8	8	7	7	7	7	7	8
Typography	10	10	9	8¾	8	9	10	10	9	10	10	10	9	10	9	8	9	6½	6½	6½	8	6½	7
White Space	10	8½	10	10	10	9½	9½	10	10	8	6	10	9	9	10	9	9	9	8	8	8	8	7
Artistic Treatment	9	8½	9	9	10	7	9½	7	9	8	9½	10	8	8	8	9	8	9	9	8	8	7	6
Harmony	9½	9½	10	10	9	9	10	9	8	10	9½	9	10	10	9	9	9	8½	8	8½	8¾	8¾	7
Economy	9½	9½	10	10	9	10	9	9¾	10	10	9	9	10	8	10	8	9	9½	9½	9¾	10	10	10
Legibility	9½	9	10	9¾	8	10	9	10	10	9½	9	10	10	9	9	9	9	7½	7½	7½	9	8	9
Originality	8	9½	8	8	10	10	10	9½	8	9½	10	9	7	9	5	10	8	9	9½	8½	5	8	5
Details	9¾	9	8	8	9	9	7	8	9½	9	7	9	7	5	10	8	7	7½	7½	6¼	6	6¼	5
Score	92¾	92½	92	91½	91	90½	90	89¾	89½	89	88½	88	87½	87	86	84	83	82½	81	78	76¾	76½	70

newspaper ad. Hereafter, we wish that every compositor who sends ads to this department for reproduction would send good press proofs on a good quality white stock, for in the same degree that it is imperative to have a good photograph if a good half-tone is desired, so also is it imperative to have a good proof if a good reproduction is desired. The stock, the proof of an ad is taken on, too, is more or less deceiving to the critical eye, and, we have no doubt, has more than once prejudiced decision pro or con. A good white enameled stock is most desirable, but any good heavy white paper will do in case no enameled is available.

Guy E. Teeple, whose four designs make an interesting conclusion to the long list of entries, sends wishes for many contestants and hopes that the "best man" may win. We trust that all will agree that his wishes have both been realized.

DON'T MISS OUR
SPRING SUIT SALE
WE SHOW YOU SUIT VALUES THAT WILL BE AN EYE-OPENER TO YOU
THEY INCLUDE FINE WORSTEDS, CASSIMERS, CHEVIOTS AND SUMMER FLANNELS
ALL COLORS, ANY STYLE
PRICES
$5.50 $7.50 $9.00
$10.00 $12.50 $15.00
TOMKINS
CLOTHING COMPANY
ONE PRICE CASH CLOTHIERS

No. 41

DON'T MISS OUR
SPRING SUIT SALE
WE SHOW YOU SUIT VALUES THAT WILL BE AN EYE-OPENER TO YOU
THEY INCLUDE FINE WORSTEDS, CASSIMERS, CHEVIOTS AND SUMMER FLANNELS
ALL COLORS, ANY STYLE
PRICES
$5.50 $7.50 $9.00
$10.00 $12.50 $15.00
TOMKINS
CLOTHING COMPANY
ONE PRICE CASH CLOTHIERS

No. 42

Here are Edward Courtright's straightforward words, written on a memohead as far superior to his ads shown herewith, as is exhibit No. 1 compared to exhibit No. 46:

"I enclose my 'try' in the contest. I shall offer no apologies, and, while I have no hope of winning in competition with such splendid specimens as have appeared in the former contests, yet I receive much benefit from them, and I feel that we should all contribute our best efforts. Even should those efforts do no more than teach some novice what not to do, they will have accomplished something.

Yours, etc., EDWARD COURTRIGHT."

Mr. Courtright has spoken truly, and here is another printer who has made a good resolution that is pleasing to us, and we sincerely trust that his new resolve may bring him benefits galore.

"This is the first time I have contributed an ad or entered in any contest in your department, though my work has been frequently criticised by your brother editor, Mr. Woodworth, and I assure you that I am greatly interested in your department, and will be a frequent future contributor.

Sincerely yours, D. C. SILVE."

DON'T MISS OUR
SPRING SUIT SALE
WE SHOW YOU SUIT VALUES THAT WILL BE AN EYE-OPENER TO YOU
THEY INCLUDE FINE WORSTEDS, CASSIMERS, CHEVIOTS AND SUMMER FLANNELS
ALL COLORS, ANY STYLE
PRICES
$5.50 $7.50 $9.00
$10.00 $12.50 $15.00
TOMKINS
CLOTHING COMPANY
ONE PRICE CASH CLOTHIERS

No. 43

DON'T MISS OUR
SPRING SUIT SALE
WE SHOW YOU SUIT VALUES THAT WILL BE AN EYE-OPENER TO YOU
THEY INCLUDE FINE WORSTEDS, CASSIMERS, CHEVIOTS AND SUMMER FLANNELS
ALL COLORS, ANY STYLE
PRICES
$5.50 $7.50 $9.00
$10.00 $12.50 $15.00
TOMKINS
CLOTHING COMPANY
ONE PRICE CASH CLOTHIERS

No. 45

As Mr. Woodworth and ourselves have always maintained, the success of these departments of criticism depends largely upon the number of printers who take an interest in them and send in specimens to be reviewed, for, of course, while any fair judge of printing could write a department of typographical review, yet no one could write such a department if he did not receive enough material out of which to make it. Therefore, we hope that Mr. Silve, as well as all others who are interested in the art preservative and its betterment, lives up to his agreement and contributes often in the future.

DON'T MISS OUR
SPRING SUIT SALE
We show you Suit Values that will be an Eyeopener to you
They include Fine
WORSTEDS, CASSIMERS
CHEVIOTS AND SUMMER
FLANNELS
All Colors, Any Style
Prices $5.50, $7.50, $9. $10.00, $12.50, $15.00
Tomkins Clothing Company
ONE PRICE CASH CLOTHIERS

No. 44

DON'T MISS OUR
SPRING SUIT SALE
We show you Suit Values that will be an Eyeopener to you
They include Fine
WORSTEDS, CASSIMERES
CHEVIOTS
AND SUMMER FLANNELS
All Colors, Any Style
Prices $5.50, $7.50, $9. $10.00, $12.50, $15.00
Tomkins Clothing Company
ONE PRICE CASH CLOTHIERS

No. 46

As intimated, we have been fully satisfied with the results of this contest, and sincerely thank all those by whose combined efforts its success was made possible. We trust that all who entered this competition may feel amply paid for the time and labor thus expended, and in the event of another such occasion especially are they all cordially invited to again participate.

REVIEW OF JOB WORK

BY E. S. HANSON, CHICAGO, ILL.

Address all Communications for this Department to
E. S. Hanson, 1524 E. Ravenswood Park, Chicago, Ills.

Mr. E. S. Hanson, who with this issue assumes the editorial responsibilities of this department of the National Printer-Journalist, is in charge of the job printing department at the Chicago branch of the Western Methodist Book Concern. He is an experienced printer and his ability evident.

IN assuming the pleasant task of editing this department, the thought comes upon me with peculiar force that all through my career as a printer, these pages have furnished no small part of the education which I have received. And I feel that from this time forth their educational value to myself will be greatly increased; for it is, indeed, a position to be coveted, to come into touch with the wide-awake, aggressive, enthusiastic printers who contribute to this department. I wish I might promise as great returns to the readers of these pages as I myself shall derive from their preparation; but printerdom has been taught by my predecessors to expect large things from this department, and I dare not hope to equal them.

I shall strive, however, to make the department helpful and full of interest. I shall give my best thought to all samples which come in, and shall make it a point to see that they all receive attention in the magazine.

Mistakes I shall make, of course, and I can promise aforetime that they will be many; but my criticisms will be honestly and candidly given, and I only hope that they may serve in some small measure to make us all "work men that needeth not to be ashamed."

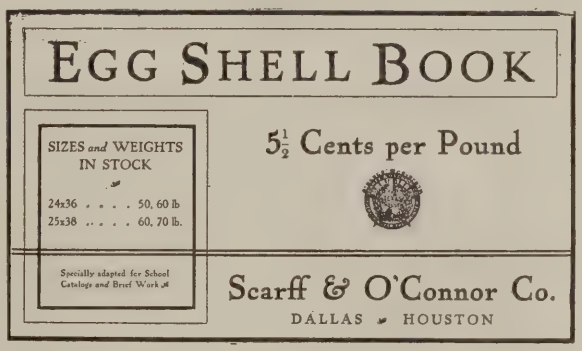
Send in samples; ask questions; make suggestions. Let the department be not *mine,* but *ours,* and then indeed, will its success be assured.

Grit Publishing Company, Williamsport, Pa.—We wish we might show our readers something of the beauty of your Knight Templar souvenir program. We would be glad if it were possible to delight them with a reproduction of the pleasing richness of color of the emblematic cover, as well as the refined elegance and general appropriateness of the book as a whole. The pages are printed in black on cream egg-shell paper, the display in Priory text, and around each page an emblematic border in olive green. Numerous handsome half-tones, printed in brown on India tint enamel, and stippled, are tipped onto the pages. The illuminated cover is protected by a jacket of gros grain parchment, and the whole tied with a cord of twisted white and black.

Horace M. Hickman, Coalgate, Ind. Ter.—For the most part your samples bear out the assertion in your leaflet that "we know how to put these types together so as to secure combinations that please." The only noticeable defect is the poor register of the colors on the card. One of the initials is below the line, while the other is above. On the Buckeye letterhead, there is a crowded appearance in the center. Some of this matter might have been carried over to the right.

W. F. Hill, with the *Recorder,* Westmoreland, Kansas.—The use of a better paper would, as you suggest, have given your booklet a more finished appearance. But a little more attention to presswork would have produced a much better job with the stock in hand. Blue is usually not ground as fine as many other inks, and for that reason is apt not to give satisfactory results on half-tones. Unless an office employs a skilled pressman, it is best to hold to black on such work unless the customer is decided in his preference for something else. The cover and title pages would be improved by using but one ornament in each place where two are used.

Fred Melton, with the Scharff & O'Connor Company, Dallas, Texas.—Three years ago, Mr. Fitzgerald predicted that Mr. Melton would develop into an artist of more than ordinary ability, and we are sure the former editor of this department would believe his predictions were being fulfilled could he see the splendid specimens of work which Mr.


EGG SHELL BOOK
SIZES and WEIGHTS IN STOCK
24x36 . . . . 50, 60 lb.
25x38 . . . . 60, 70 lb.
5½ Cents per Pound
Specially adapted for School Catalogs and Brief Work
Scarff & O'Connor Co.
DALLAS • HOUSTON

Page by Fred Melton, Dallas, Texas. (In Red and Black)

Melton has just sent in. They are all that good taste, good material and good workmanship can make them. We reproduce the four letterheads, also a page from the book of paper samples. Shall be glad to see more of your work.

Biggers' Print-Shop, Corsicana, Texas.—Printers expect to see something really worth while every time this noted shop is mentioned, and they will not be disappointed in their two lot of samples. They have about them the real Biggers stamp of strength and originality. A novelty worth keeping in mind is an invitation to a linen wedding, printed on linen and tipped onto an ordinary card. The Biggers people have made themselves masters of the art of presswork on bond paper, one of the problems which every printer should work out for himself. People within the Biggers' sphere of influence will have no need to take their work to a lithographer.

L. Wietlispach, Streator, Ill.—The letterhead we reproduce is a pleasing variation of the box heading. It might have more strength and finish with a rule at the top similar to the one on your own letterhead, excepting, of course, that

256-258 Commerce Street
DALLAS

1114 Franklin Avenue
HOUSTON

The TEXAS HOUSE

Scarff & O'Connor Company

Everything that's Good in
PAPER

The American Type Founders Co.

Designers *and* Makers *of*
Type

Southwestern Selling Agents
Miehle *and* Cranston Presses
Dexter Folders *and* Feeders
Seybold Machinery
Fairbanks-Morse Engines
Carver & Swift Embossers

Scarff & O'Connor Co.

256-258 Commerce St.
DALLAS

WHOLESALE PAPER

1114 Franklin Avenue
HOUSTON

DALLAS
TEXAS

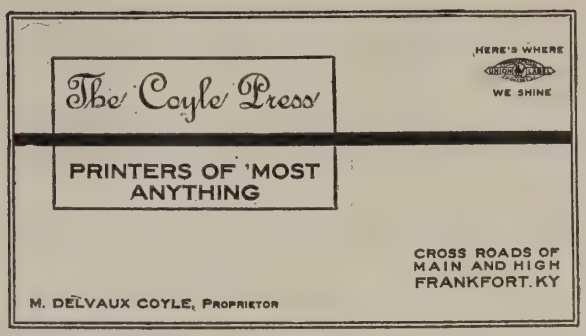
Scarff & O'Connor Company

Dallas
Houston

Everything That's Good in
Paper

Printed on Old Veda Book, India Cream Tint, Crash Finish

Letterheads by Fred Melton, Dallas, Texas.



Cards from The Coyle Press, Frankfort, Ky. (In Red and Black)

being printed in black it should not be so heavy. The envelope cards are neatly set, and show careful attention to presswork, something which is often lacking on an envelope. Try the Schmid statement without the ornament in the center and see if you do not like it better. The space will be sufficient to separate the two lines of business. The letterhead for the Streator Electrical Works would be made stronger by limiting the use of the text letter to the two main lines. On the lodge notehead a stronger letter should be used for "A. O. U. W." On the Haage notehead there is a suspicion of over-ornamentation. Perhaps it would be as well to cut out the palm ornaments and throw the lower lines a lead or two farther away from the box. And the type used on the main line is a face which is fast becoming obsolete. The work on the whole is very creditable, the presswork being especially worthy of commendation.

Howard C. Hull, Asheville, N. C.—A very satisfactory lot of samples. You have attacked the knotty problem of a billhead from a somewhat new standpoint, and have succeeded in getting a harmonious and well-balanced result. The large cover page, while not new, shows that the compositor is master of the design. The small cover page for the Young Women's Christian Association shows a commendable spirit of originality in breaking away from the beaten track, even though the effort in this particular instance must be condemned as injudicious. In trying to introduce a new feature into an old design, Mr. Hull has entirely spoiled the effect of an otherwise good piece of work. We refer of course to the crank-shaped rule in the center of the page.

David C. Silve, with Thiberge Press, New Orleans, La.—From what Mr. Silve tells of himself in his letter, we imagine he is young enough to break away from the careless and slovenly habits which his samples would indicate. While there are some good ideas of display in the pharmacy ads, they are almost lost sight of among defects in the joining of rule work, wrong font letters, incompetent proofreading and amateurish presswork. This office belongs to that class in which "a period is a period," a mere point suspended in the atmosphere, without individuality—a general utility character which may be dropped into any case that happens to be at hand. The consequence is that there are points above the line, points below the line, points heavy and point light—all in the most wanton disregard of the lines to which for the moment they happen to be attached. This office is sadly in need of some new faces of type; but a judicious, painstaking and workmanlike use of the faces already on hand will work a mighty change. We trust Mr. Silve will be the one to start a new order of things in that part of printerdom.

The Coyle Press, Frankfort, Ky.—We show herewith two cards from this office, which are a fair sample of a number of jobs sent in. They all have snap and business-getting qualities. The check is slightly at fault as to presswork.

Leon E. Derr, Foreman, Democrat Publishing Company, Anna, Ill.—Your poster is a very good piece of work, but would be improved by having the dividing rules not all the same. If you have no other wood rule, use combinations of brass rule. The margin outside the border might also be a little narrower. Though the use of rule with the shaded text is not customary it does not look inharmonious in your letterhead. But leave off points at ends of lines.

J. Warren Lewis, Pasadena, Cal.—You should have no trouble in holding business with such work as the samples submitted. Your mailing cards are really artistic and forcible. We should be glad to reproduce some of them were we able to do so in the original colors.

PUBLISHER BELIEVES IN CHANGE.

A. W. Lee, President of the Lee Syndicate of Iowa Evening Newspapers, comprising the Davenport *Times*, the Ottumwa *Courier* and the Muscatine *Journal*, believes in the philosophy of rest and recreation, as well as of work and strenuous application to business. He devotes several months of each year to travel and observation. With his wife and daughter, he spent February of this year in Cuba and during August and September, he is enjoying the pleasures of the highlands of Ontario, Canada, being registered with his family at the Royal Muskoka Hotel. His rest is not idleness, but energizing change. Travel and observation require strenuous activity and are useful, above most other means for improvement and advancement, to the publisher of newspapers. Idleness breeds dullness, sloth, rust or decay but change to new activities that bring different and too little used facilities into play, infuses new life, brightens the intelligence, arouses dormant energies, tends to the renewal of wasted powers, and to longevity. Moses, the great leader and law-giver of old, went off into the mountains, away from the duties of leadership and government, to receve his revelations and to work out the wonderful system of civil, moral, sanitary and religious laws which he promulgated and which are the real foundations of the laws of all the enlightened nations of earth today. He lived to be one hundred and twenty years of age, bright and active to the last, and if men, now, would follow his example, they might easily live to an equal age with all the faculties in tact. It may be suggested that an editor is not a Moses, and we presume that Mr. Lee makes no claims in that direction, but, after all, an editor is or should be an instructor, an intelligent informer of his people and an interpreter to them of all events and existing conditions and there is no other calling, the members of which need greater vitality or broader knowledge.

Artistic Violin Repairing

Piano Music : Violin Music
Violin *and* Piano Music
Band *and* Orchestra Music

J. HARVEY JOHNSON

DEALER IN

Music and Musical Merchandise

High Grade Violins, Bows
Strings, Trimmings, Etc.
Band Instruments

213 East Main Street
STREATOR, ILLINOIS

Letterhead by L. Wietlispach, Streator, Ills.

OFFICIAL JOURNAL *of the*

TWENTY-SIXTH SESSION *of the*

Blue Ridge Annual Conference

of the METHODIST EPISCOPAL CHURCH

PRICE 15 CENTS

Held at CLYDE, N. C.

OCTOBER 6-11, 1904

FIRST ANNUAL CONVENTION

of the

Young Women's Christian Association

of the CAROLINAS

Charlotte, North Carolina

DECEMBER 1 to 4, : : 1904

Cover Designs by Howard C. Hull, Asheville, N. C.

*Asheville, N. C.,*_____*190*__

*M*_____

Manufacturer of
Carriages and Wagons

To B. BURNETTE, *Dr.*

Wheelwright and Iron Worker

Dealer in
Wheelwright Supplies

85 South Main Street : : Phones: Office 262, Residence 491

Bill Head by Howard C. Hull, Asheville, N. C.

QUESTION BOX

All Questions from Printers will be answered in this Department.

Address CHARLES A. KING, Beverly, Mass.

B. S., Indiana. Is there any easy method of learning imposing? Am in a small office but we occasionally have book forms which give trouble.

You can find at any printer's supply house a book on imposition, and they all follow the same style. There has been very little that is new printed on this subject. Any printer who has experience can teach you more than the text books, but where a person is not at work on book forms regularly, diagrams come in handily.

If you have no book at hand, or wish some form that is not in the book, you can easily arrange your pages by substituting large figures for them and after inking arrange on a proof press and watch the result. Some makeup men would laugh at this, but it is a very good plan after all. Any printer knows enough to lay down a four page form and all other regular measuring stick, use a piece of 2-pica, reglet and spread out to put the additional pages in the center. For instance:

Four Page.		Sixteen Page.*			
2	3	2	15	14	3
		7	10	11	6
		8	6	12	5
1	4	1	16	13	4

One of the principal things to learn about imposition is to have all the pages the same length, and yet many printers are careless about this and spend a lot of time trying to make forms register. If you have no galley for this purpose, or a regular measuring stick, use a piece of 2-pica, reglet and squeeze up the page as closely as possible. It is well to tie up the pages and lay them in proper order and then fit the furniture; we have no room to go into details of making the margin, but this is easily determined: pull the stitches out of a pamphlet and note the margin, bearing in mind that the sheet has been trimmed all around except in the back. In a form of 8s or larger, the margin and the center must be double what it is on the outside, as the sheet after folding is trimmed in the middle as well as the edges.

Also bear in mind that the first and last pages in every form, be it four or 72 pages, must stand back to back and that the second and next to last must also stand back to back, and so on until the two middle pages which are also back to back; the folios of two pages which must stand back to back added, together will be one more than the total number of pages in the form: 1 and 16 are 17; 13 and 4 are 17, etc. This is as true whether the form is imposed regularly or from the center, or in some other way for convenience. Where there are blank pages it is desirable that they should be printed in the center and have solid pages on the outside. This can usually be done. In ordinary forms the first page is at the left hand the foot facing you and the second page it at the extreme right, or top, the next page is opposite the second and the fourth in the vacant corner. It is easy to determine the standing of the others.

In printing pamphlets of a known number of pages it is much cheaper to stitch through the back, than to paste on the cover, and if the edition is large, saddle-stitch is desirable, if the office can put the entire pamphlet in type at one time. In making up, the first form, say of 16s, would contain the first eight pages and the last eight pages, and so on working to the center. If the pamphlet was 38 or more pages it would be desirable to make the margin on the first form considerable more in the back than in the last form. Examine a many page pamphlet which is bound in this way and note the margin.

If the pamphlet has small pages it is sometimes desirable to print 32 or 64 pages at once, but as these cannot be folded without wrinkling, they must be cut up in sections and here is where the real study of imposition comes in: to make up a sheet of 64s that can be cut into 16s and each sheet insetted in the other, and bound up with neat margins which will appear equal, although they vary about 3/8th of an inch.

In printing ordinary pamphlets of 12 or 24 pages it is desirable to make up so that they can be folded without cutting and if a guide line is printed properly in the margin folding becomes easy presuming of course that it is done by hand.

Most of the books teach the making of margins by folding the sheet, but many makeup men prefer a foot rule which may require a little practice but saves times. Especially care should be taken in locking up the form squarely and tightening the quoins gradually in order not to twist the pages out of position especially if the chase is inclined to spring.

* The National Printer-Journalist publishes a complete practical treatise on imposition and makeup, giving full explanations, directions and examples of forms to sixty-four pages. Price 25 cents. Forty-seven different forms are shown in pamphlet.

A WESTERN MAN PROMOTED AND HONORED.

New York City is constantly receiving recruits from every State in the Union. So great is the influx, that large social organizations of former residents of other and distant States are maintained. Minnesotians, for illustration, have a large and flourishing Minnesota Club, its members being representatives of railroad and manufacturing interests and financial institutions. Recently, among the recruits from the West to the great Metropolis is Mr. E. A. D. Reynolds, lately of the Flambeau Paper Co., Park Falls Wis., formerly Appleton Wis., and then for a few years of Chicago. He was educated at Hamline, Minnesota and married one of the bright Hamline University girls.

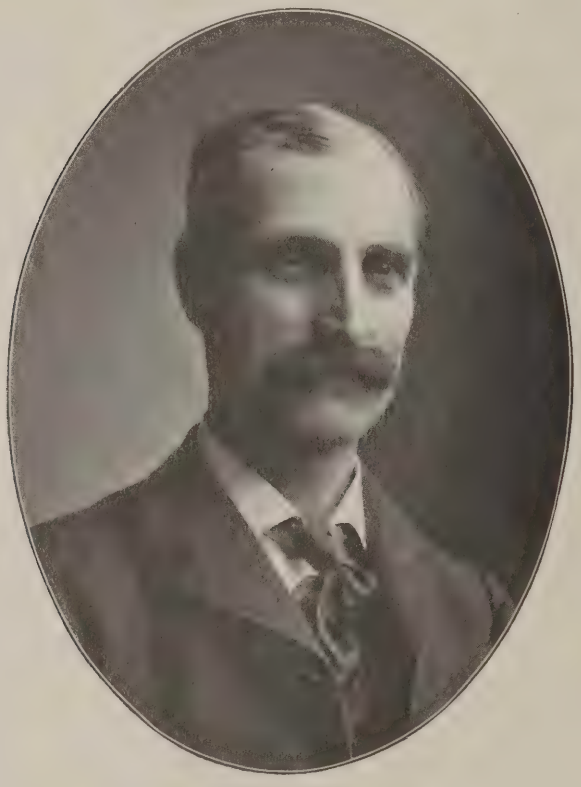
He has been connected with the paper business as a manufacturer, salesman or dealer all his life, and few men in the United States are so thoroughly and practically posted with regard to this important industry in all its branches, as is Mr. Reynolds. His thoroughness has lead to his promotion, and shows how the highest opportunites are ever waiting upon men who master a business, whether their lives begin in the distant West or elsewhere. New York, today, is being pushed forward in its wonderful growth and its unequaled strides for supremacy over all the cities of the whole world, by enterprising, hustling, well equiped western men. A little affair occurred just before Mr. Reynolds removed East, that served to show the elements that had lead to his constant promotion. He was not without love and honor in his old home where his ability had been developed and had come to be fully appreciated until his fame had gone abroad into the great business world. Such incidents are not so frequent as to be otherwise than interesting, instructive and inspiring. The affair grew out of Mr. Reynolds' last three years work in the West and the story, as told by the Park Falls Herald, is in brief as follows:

E. A. D. Reynolds, manager of Flambeau Paper Co., was summoned from his residence to the Co's office on important business. As the call was something unusual in its nature no doubt the manager was at a loss to know whether it was a serious accident or a large telegraph order which required his immediate attention. Opening the office door he was still further mystified to find gathered there the greater

number of the paper mill employes. The mystery was soon solved, however, by J. H. Kress, one of the oldest employes, reading the address which is appended. The boys wished to tender their manager an expression of their respect and good will at parting with him. They also wished him to take with him a souvenir to remind him of pleasant associations in Park Falls. This took the form of a handsome horned alligator combination Oxford and suit-case with a fine toilet set inclosed. Mr. Reynolds was genuinely and unmistakably surprised. He replied in a few well chosen words, thanking the boys for the kindly feelings which prompted their action, and voicing his regrets at leaving Park Falls and sundering the pleasant associations formed while here.

It is three years ago May 1st, since Mr. Reynolds assumed charge of his duties here. The address below tells of his success as a manager, and it is indeed very refreshing to read such words from laboring men at a time such as this when the air seems filled with talk of strikes and labor troubles.

As citizens of this city Mr. and Mrs. Reynolds and their estimable family have ever labored for that which is best. Their removal will be felt as a keen loss, and their place in our society will be a hard one to fill. In fact the employes of the company expressed the feelings of the people here in the following address:—



E. A. D. REYNOLDS,

Manufacturers Paper Co., 41 Park Row, New York City.

Dear Mr. Reynolds:

The time is rapidly drawing near when you will take leave of your present surroundings to enter into a new field of activity, far away from this little community. For a few years our destiny lay, plesantly, along the same paths with yours, but now has come the parting of the ways. We do not know what feelings fill your heart at this leave-taking, but to us it is a most painful one. We cannot look upon your departure as anything else but a personal loss to us. Our relations with you have always been so pleasant, —your uniform courtesy and kindness has so endeared you to us, that we will long miss your face and voice and presence as we continue to go to and from our accustomed labors. Never has the relation between employer and employes been more agreeable than you have made the same to us. You have always dealt leniently with our shortcomings; you were ever considerate of our feelings and comfort and never refused us an accommodation that you could reasonably grant. So free from friction and trouble of any kind have been the years that we spent at your side and under your guidance, that I am sure I express the sentiment of each and everyone of your employes when I say that we hate most awfully to see you go from our midst.

And in order that this expression of our sentiments may not seem as mere idle sounding words, but that your remembrance of our esteem for you may be often be recalled to your mind, we have taken the liberty of herewith presenting you with a slight token of our regard for you. Please accept this small gift, to which all of us have willingly and gladly contributed. When, in after years your thoughts revert back to the days you spent in your old North-Wisconsin home, we trust you will always have a kindly remembrance of us, your former employes.

In conclusion, we wish you and your family God-speed. We wish you a long life and good health and success in all your undertakings, and may you always be as dear to those with whom you are associated in your labors, as you are to the boys of the old Flambeau Paper Company.

Mr. Reynolds has accepted a situation in the sales department of a large eastern paper company.

GRATIFYING GROWTH.

Constant and signal growth has marked the career of live newspapers for the past quarter of a century, in all parts of the United States. This growth has, in many instances, called for constant hustling to keep the mechanical department up with the growing demands of circulation and enlargement to accommodate the increased advertising. Strange as it may seem, every improvement or addition in equipment seems to have added still more business. More printers are employed, today, than before type composing machines were introduced and every new type setting machine seems to add more work.

An old compositor, in Chicago, committed sucide because temporarily thrown out of work by the introduction of typesetting machines as he thought his vocation had been ruined. Had he only taken a needed vacation by going into some other work for a few months, he would have found more work in his chosen calling and at better prices than he had ever enjoyed before. This is a practical illustration of how the cheapening of the cost and bettering the quality of products through improvements increase the demand and, consequently, add to the amount of work to be done and to the number of men that must be employed. Messers W. J. Kline and Son, of the Amsterdam, N. Y. *Evening Record* have just added a new web press to their plant with a capacity of twenty thousand eight page papers per hour, and the following editorial comments thereon, have suggested these remarks and contain valuable suggestions in themselves:—

In this age of the upward and outward growth of the press—in keeping with the trend of all human accomplishment —it is with a pride which our patrons will say is natural and proper, that The *Evening Recorder* mentions the latest evidence of its own share in the general betterment. The press on which it has been printed for the past nine years, which was of sufficient capacity, when installed here, to more than answer the demands of the business, in a few years was required to its utmost to perform the increased work necessary. This enlarging demand upon its powers continued until it became apparent that the machine, still capable as ever of doing all it was built to do, would have to give way to one designed for far greater efficiency, to keep up with and ahead of the constantly growing business.

To the many people who have seen the old press in operation, the representation of the new one, given in this issue of The *Evening Recorder*, gives an idea of the advance made and the very much greater capacity and degree of perfection required in the printing of the newspaper.

The publishers have been wise in providing for growing demands, in their new press, for universal experience shows that improved machinery and facilities ever result in the increase of business.

Mr. and Mrs. R. Chandler Hulroyd

announce the marriage of their daughter

Elizabeth

to

Mr. William K. Freegiver

on the evening of Tuesday, the seventh of August

one thousand nine hundred and five

at eight o'clock

85 Courtship Boulevard

Beauville

French Plate

PATENT APPLIED FOR

——List E——

14 Point ᴛ 10 A 40 a; approx. weight, 3 lbs. 6 oz., about $3 75

Handsome Society Printing & Invitations of all Description

18 Point ᴛ 9 A 28 a; approx. weight, 4½ lbs., about $4 50

Millinery Emporium & Exhibition Parlors

24 Point No. 1 ᴛ 7 A 22 a; approx. weight, 5 lbs. 9 oz., about $5 00

Society Events of 5 Rare Brilliancy

24 Point No. 2 ᴛ 6 A 18 a; approx. weight, 5 lbs. 9 oz., about $5 00

First Reception 3 Pretty Scene

30 Point ᴛ 5 A 15 a; approx. weight, 6 lbs. 7 oz., about $5 50

Charming Evening Ball 9

36 Point ᴛ 4 A 12 a; approx. weight, 8 lbs. 2 oz., about $6 65

Its Beauty Prevails 5

Mr. and Mrs. Freegiver

At Home

esdays and Fridays after October fourth

GTON AVENUE CONTENTVILLE

BARNHART BROS. & SPINDLER

TYPE FOUNDERS

183 TO 187 MONROE STREET, CHICAGO

HOUSES:

MINNESOTA TYPE FOUNDRY CO., ST. PAUL
GREAT WESTERN TYPE FOUNDRY, KANSAS CITY
PACIFIC PRINTERS SUPPLY CO., SEATTLE
ST. LOUIS PRINTERS SUPPLY CO., ST. LOUIS
BARNHART TYPE FOUNDRY CO., NEW YORK
GREAT WESTERN TYPE FOUNDRY, OMAHA
SOUTHERN PRINTERS SUPPLY CO., WASHINGTON, D. C.

Mrs. Virginia Kerickson

requests the honour of your presence at the

marriage reception of her daughter

Maybelle

and

Mr. Harry Dominick

on the evening of Tuesday, October the sixth

one thousand nine hundred and five

at half after eight o'clock

The Plaza Hotel

Romany

At Home

Wednesdays after November the sixteen

Nineteen hundred and five

23 Hart Place

Wedding Plate

PATENT APPLIED FOR

——List E——

14 Point ᴛ 9 A 35 a; approx. weight, 3 lbs. 6 oz., about $3 75

This Handsome Face has 46 Crowned with Glory every

18 Point ᴛ 8 A 22 a; approx. weight, 4 lbs. 8 oz., about $4 50

Exceptional Beauty 9 Quite an Attraction

24 Point No. 1 ᴛ 5 A 18 a; approx. weight, 5 lbs. 9 oz., about $5 00

Artistic Styles 14 Merit Results

24 Point No. 2 ᴛ 5 A 14 a; approx. weight, 5 lbs. 11 oz., about $5 10

The Fall Wedding Season 5

30 Point ᴛ 3 A 12 a; approx. weight, 6 lbs. 6 oz., about $5 50

Afternoon Card Parties 6

36 Point ᴛ 3 A 10 a; approx. weight, 7 lbs. 15 oz., about $6 50

Refined Program 2

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BARNHART TYPE FOUNDRY CO., NEW YORK
PACIFIC PRINTERS SUPPLY CO., SEATTLE
GREAT WESTERN TYPE FOUNDRY, OMAHA
SOUTHERN PRINTERS SUPPLY CO., WASHINGTON, D. C.

THE
BEAUTIFUL
BLA=CKGRE=ENAN=DMAG=ENTA
MEANING IN ENGLISH
BLACK, GREEN AND MAGENTA
SPECIAL
QUEEN CITY
INKS
H·D· BOOK INK
1925 South St., - - Cincinnati
345 Dearborn St., - - Chicago
147 Pearl St., - - - Boston
734 Sansom St., Philadelphia
Black No. 40.
Green No. 640.
Magenta No. 618.
THE QUEEN CITY
PRINTING INK CO.
Printed on No. 1 Pure White
Coated Paper, Made at
The Champion Coated Paper Co
Hamilton, Ohio
COPYRIGHT, 1905,
BY THE QUEEN CITY PRINTING INK CO.

H·D· BOOK INK·

Is the Ink THAT CAUSES... that pleased expression

The Queen City Printing Ink Co.

Makers of High-Grade

PRINTING INKS

CINCINNATI · CHICAGO · BOSTON · PHILADELPHIA

PRINTED ON NO. 1 PURE WHITE COATED PAPER, MADE BY THE CHAMPION COATED PAPER CO. HAMILTON, OHIO

Cheltenham Bold Italic

72 Point — 3 A $7 25 5 a $5 25 $12 50

Royal Bold Job

60 Point — 4 A $6 50 6 a $5 00 $11 50

Good Italic Design

48 Point — 4 A $4 20 6 a $3 30 $7 50

IDEAL Display Style 3

42 Point — 5 A $3 75 7 a $2 75 $6 50

American Line FACES 26

36 Point — 5 A $2 85 8 a $2 40 $5 25

POINT BODY and Point Set 5

30 Point — 6 A $2 45 9 a $1 95 $4 40

Adopted by the BEST PRINTERS 48

24 Point — 7 A $1 90 11 a $1 60 $3 50

GRAND TYPE STYLE for Advertisements 2

18 Point — 9 A $1 50 20 a $1 75 $3 25

RAILROAD PRINTSHOP
Superior wearing quality 3

14 Point — 14 A $1 50 28 a $1 50 $3 00

AMERICAN LETTER DESIGNS
Have won universal popularity 46

12 Point — 15 A $1 30 32 a $1 45 $2 75

MONEY-EARNING TYPE FASHIONS
Successful printers and publishers prefer
American Line Type Faces $1234567890

10 Point — 16 A $1 20 34 a $1 30 $2 50

CHELTENHAM BOLD ITALIC IS A NEW
And useful member of the famous Cheltenham
Family of American Line Type Fashions 105

8 Point — 20 A $1 05 42 a $1 20 $2 25

AMERICAN TYPE DESIGNS ALWAYS IN THE LEAD
Our Types and Borders are distinctly original, designed to meet the demands of twentieth century printing 1234567

6 Point — 20 A $0 95 42 a $1 05 $2 00

THE INFLUENCE OF PLAIN AND TASTEFUL TYPE DISPLAY
A good type advertisement in a newspaper or magazine is a power in the land. When symmetrically arranged and skillfully displayed, it carries its message to those interested and delivers it in a forceful manner. Type displays are, after all, the real basis of advertising 6

National Printer-Journalist

A Journal for Printing and Allied Trades

Entered at the Chicago Post-office as Second-class Matter.

BENJAMIN B. HERBERT . . . . . Editor

Official Paper of the National Editorial Association.

PUBLISHED MONTHLY BY THE
NATIONAL PRINTER-JOURNALIST COMPANY
OFFICE OF PUBLICATION:
1319 WEST RAVENSWOOD PARK, CHICAGO, ILLINOIS
EASTERN OFFICE:
150 Nassau Street, New York City.

William E. Herbert . . . . . Resident Manager, Chicago Office
Benjamin S. Herbert . . . . . Secretary

SUBSCRIPTION RATES:—In the United States, Canada and Mexico, $1.00 per year, in advance; single copies, 20 cents.

Orders for subscriptions will be received by all dealers in printing material in the United States and Canada.

Remittances may be made by draft, money order, or registered letter. Make all remittances free of exchange and payable to the order of the National Printer-Journalist Company.

FOREIGN SUBSCRIPTIONS:—To Countries within the Postal Union, 10s. 6d.

Foreign Subscription Agents:—International News Company, Breams Buildings, Chancery Lane, London, E. C.; F. O. Strong, 111 Fleet Street, London, E. C., G. G. Turri & Co., Melbourne, Australia; The India Printers' Agency, 249 Mint St., Madras, India; Successful Advertising Co., Bangalore, India; John Dickinson & Co., Ltd., Cape Town, South Africa.

ADVERTISING RATES PROMPTLY FURNISHED UPON APPLICATION

The National Printer-Journalist is unequalled as an advertising medium in its field. No attention paid to postal card requests. Information cheerfully furnished to all patrons.

Subscribers and patrons will confer a favor on the National Printer-Journalist Company by sending in the names of responsible newsdealers who do not keep the monthly on sale regularly.

Manuscript sent in for publication must be accompanied by a letter of explanation and return postage.

CHICAGO, SEPTEMER, 1905

To no other calling is the homely proverb of David Crockett, "Be sure you are right, then go ahead," more appropriate than to that of newspaper making. To be right is the very first requisite of the newspaper. It is the basis of all influence and power, of all confidence, is essential to the popularizing of both the editorial and news columns and to the value of advertising in its pages, to respect and to permanent business and good will. We have used the figure before, but it is equally fitting here, that the newspaper should, in adherence to truth, right and justice, be, to its readers, in the midst of conflicting statements and views, "as a shadow of a rock in a dreary land." But, while in its stand for the truth and the principles honestly advocated, consistency and reliability are essentials. The newspaper is a moving, aggressive force, and must move forward, must "go ahead." So soon as the newspaper ceases to advance, to lead, even if its leadership is a forlorn hope, the interest in and the influence of the newspaper ceases. The successful newspaper must ever be in advance of the firing line, in every battle, in every cause that it champions.

* * *

Readiness or preparedness is another essential to successful newspaper making. It is wise to trust in God, in the truth and in the people, to have faith in the ultimate outcome, but it is ever necessary to keep the powder dry and to be sure of an abundant store of ammunition; to keep all weapons cleaned and well primed, and to know every inch of the battlefield and to be on the right spot just at the time anything happens. Being there first is just as essential to newspaper victory as to the winning of a battle. The successful managing editor must have many of the qualifications of the successful general.

* * *

The services of the modern news bureaus or associations and the plate houses are an indispensable aid to the newspaper of to-day and may be relied upon for a great deal that would otherwise cost, in watchfulness, in reportorial organization and force and expenditure for news, more than would be possible to the most prosperous paper, yet, with the aid of all these co-operative agencies, there is not less need for each editor and publisher, with all their aids, to be constantly on the alert, to have the note and scrapbooks and pigeon holes, and the memories and thoughts, filled with material that may be required at any minute and will be found necessary to supplement the best news and reportorial service. There must be a wise forethought as to all coming events, and their tendencies and influence. There must be a judicious generosity in expenditure, but there can be very much saved in outlay, by having all the current knowledge of the world, as to passing or probable events within reach. To the layman the amount of information that is given in the newspaper at a moment's notice is a constant wonder. Much of this information cannot come over the wire, nor could it be gathered by reporters or writers *de novo* in a week, yet it comes fresh and sparkling, entertaining and instructive, and so dovetails on with what does come by wire or is gathered up by reporters, as to seem part of the same.

* * *

Speaking of liberality or needed generous expenditure, it is a part of the American character and is what has made the American newspaper successful above those of all the rest of the world. No amount of effort, care or cost is considered too great when it comes to the securing a complete news story and portraying it in harmony with its importance, in all interesting fullness. This has been carried at times to what the more conservative have considered rashness or extravagance, but it has been a kind of extravagance that has won. One paper may at first set the pace but all others are bound to follow. The amount of news that has been given with regard to the Russo-Japanese war and later with regard to the Peace Conference at Portsmouth and all the collateral matters of interest connected therewith and concerning the two countries involved and all their great men and their theories of government and all the laws and rights of belligerents, would have been considered impossible fifty years ago. This has been the work of the great dailies aided by the service of the great news-gathering organizations, but the same principles of giving the complete news within its sphere applies to every newspaper.

It is right for a newspaper to seek out and to print the wrongs, the things that need remedying in government, public officers, public schools, and other institutions, in sanitary conditions, in roads, parks and all public utilities and improvements, but kind suggestions and deserved commendations work reforms much more rapidly and effectively than constant criticism, however well intended. The newspapers have the right, in the interest of their clientage, the great public, to insist that all men in positions of

public trust perform their duties honestly and conscientiously and no amount of money can pay newspapers for being derelict toward their readers in these matters, but encouragement and inspiring example are to be used as far as possible, instead of fault-finding.

* * *

Can there be anything more pitiable than the revelation of the fact that men of great wealth and high position have been for years robbing trust funds through peculation and the drawing of unreasonable and entirely unearned salaries? To think of preaching to poor, hard-working, struggling men—who, with their families, are compelled to the most rigid economy and self-denial in order to pay the assessments on their policies—the duty of life insurance and then turning around and stealing their savings that are put aside at so great a sacrifice from a sense of duty. There is no wonder that the press of the country should be incensed at such a spectacle but being incensed, after the theft, is of little benefit to the policy holders. Only fifteen years ago a similar condition of affairs to those recently revealed to the Equitable was found to exist in the New York Mutual Life, and yet, though exposed at that time, the exposure does not seem to have worked a reform or awakened the conscience of other manipulators of insurance companies. In all these are arguments for strict laws and for greater publicity. Every step in the management of trust funds should be published and there should be required a complete exhibit of all doings of directors and finance committees, showing of salaries and services, as well as the nature of investments. There is nothing like the broadest kind of publicity to keep men in mind as to their duties and to quicken their consciences.

* * *

The approaching convention of the United Typothetæ of America, in Niagara Falls, Sept. 4-8—the programme of which was given in our August issue—promises to be one of the most exciting and important in the history of the organization. It remains to be seen whether the resolution adopted last year, for the nine-hour day and the open shop, will be adhered to unanimously, though as to this there seems to be little doubt. Last year's action has been ratified by largely attended meetings of employing printers in all parts of the United States and Canada. The questions at issue are fundamental, and involve questions of personal rights and liberty guaranteed to citizens by all free and enlightened governments. These are the rights of freedom of contract, freedom of labor and of using one's own, without interference, intimidation or molestation either as to person, property or reputation. A man's good name, the good-will won in his business and the free exercise of his calling, the untrammeled conduct of his establishment, are the most valuable of rights and of possessions. All these, under the present ideals and decrees of organized labor, are set at naught. Not only so, but incentives for highest and greatest accomplishments and the proper rewards therefor are assailed. For years there has been fostered among employes, by a corrupted, self-seeking unionism, a spirit of enmity and distrust toward employers that has resulted in constant interference with the proper management of business, with that mutual confidence and that friendly harmony necessary to efficiency and success. The employers have recently so far resolved that these conditions must be changed—that the employers must have the rights, guaranteed by our free government, of making their own contracts and managing their own affairs. No one disputes the right of men, whether employers or employes, to unite in order to improve themselves and their trades, to secure just laws within the guaranteed rights of all, in order to protect themselves and their callings, provided, always, that such laws do not place hardships upon or interfere with the personal or property rights of others. Laws, however, must be for the equal benefit and protection of all citizens or residents. There must be no class legislation. No trade and no group of men, whether employers or employes, can legislate for the whole people; all laws must be by the mutual consent of all, and can only be wise and beneficent when all have been consulted and considered and the rights of individuals and of the whole body politic, or the public, have been safeguarded. We can have, in this country, only one government. Men cannot rightly form themselves into unions or monopolies to govern or to dictate to others. All such kinds of government are antagonistic to the established government by the people and are, thus far, treasonable and subversive of all law and order. One body of men cannot decree that all, who do not join with them, shall be denied the right to work, to make free and uninfluenced contracts for labor. It has been claimed that unions have done much toward securing of wholesome laws regulating labor, securing better conditions, doing away with child labor and sweat shops, enforcing sanitary and wholesome conditions. This is a legitimate work for which men may well and wisely continue to coöperate, but wise and benevolent men, outside of unions and before unionism existed and since, have been engaged in this effort for securing these most desirable ends. These laws are general and widely beneficent in their action, and it is a question whether they have been helped or retarded by unionism. They have, everywhere, been advocated by an enlighted press and are founded on a growing feeling of brotherhood of all men, of broad benevolence and philanthropy, while unionism, as manifested today, is founded on selfishness or the securing of benefits, by combination and force, to the members of unions and their corrupt and violent leaders or business agents. We believe in an open, free and fair understanding between employer and employed, but we do not believe in surrendering the rights nor the individuality of any man. He best succeeds who attends to his own business, his own hire or employment for himself.

When you take away one's own individuality, his own initiative spirit and ability, you make of him a subordinate, a slave. No one can guard one's own rights as well as one's self. Let us have conferences, a comparing of ideas and experiences, a free, thoughtful deliberation among all. Then let us see that proper regulations are enacted into laws for the protection of all, but let us cease trying to dictate to others, to run their business for them, and let us ever remember that the public, every man, woman and child in this republic, weak or strong, must be protected in all and equal rights.

EDITORIAL NOTES AND POINTS

BY BENJAMIN B. HERBERT, CHICAGO, ILL.

MUCH that has been published in newspapers and magazines, for the past months, as to rich men and their methods, has been educative and ought to prove useful. It also ought to have been consoling and tending to contentment among those who have not been so successful in gathering of riches as to have been consumed with the appetite or passion of dollar-getting. The habit and appetite of money gathering seems to grow, like the drink habit or drunkenness, with over-indulgence. If men were not so forgetful, the money craze and money worship would never have taken domoniac possession, as it has for years of nearly all the people in this enlightened land. All history and all philosophy, human and divine, has taught the vanity, the wickedness and the demoralizing influence of money worship and the unsatisfying character of great possessions. Francis Bacon, the great scholar, lawyer, statesman and philosopher, the father of modern experimental science or knowledge, who, unfortunately, like some of our United States Senators and frenzied financiers, fell, through his desire for money and power, and the corrupting influences of his age until he was pronounced "the greatest, the wisest and *meanest* of mankind" wrote, over four hundred years ago,—speaking like Senator Platt of New York, from observation and experience: "I cannot call riches better than the baggage of virtue. The Roman word is better, *impedimenta;* for as the baggage is to the army, so is the riches to virtue, but it hindreth the march; and the care of it sometimes loseth or disturbeth the victory. Of great riches there is no real use, except it be in the distribution; the rest is but conceit; so saith Solomon. "Where much is there are many to consume it; and what hath the owner but the sight of it with his eyes?" The personal fruition in any man cannot reach to feel great riches; there is a custody of them, or a power of them, but no solid use to the owner."

"Measure not then advancements by quantity, but frame them by measure; and defer not charity until death; for, certainly, if a man weigh it rightly, he that doth so is rather liberal of another man's than of his own money." The press is not guiltless in this matter of the degrading prevalence of the blind, unreasoning, corrupting, money-getting passion and blasphemous, idolatrous money worship. Men are too frequently extolled in the newspapers for their accumulations rather than for their useful, helpful accomplishments. In the news and society columns, the unduly rich, who have horded through parsimony, or other ways more foul and injurious, are given undue prominence and glory, while the duty to the virtuous, struggling, industrious poor is neglected. The revelation of some of the devious and damnable ways through which possessions have been gathered in this land, where all men are, theoretically at least, born free and equal, with equal rights, opportunities, liberty and honor, is doing some good towards placing things in the right channel so that merit and worthy accomplishment, and not pelf, will receive the mede of proper praise, and the everlasting, sickening toadying to the rich will, in a measure, cease.

Speaking of Francis Bacon's views of riches, there are other things in his essays which it would pay newspapers as the creators or directors of public sentiment, to read and consider. His ideas as to "Great places," or positions of power, are as beneficial today as in the days of Queen Elizabeth, indeed, in his own life clowded by corrupt practices, he wisely left his works to the judgment of posterity and for their benefit. Read today, his words seem to be written for these times, and it is a pity that their teachings have seemingly been overlooked or forgotten. Speaking of public office he said, "Men in great places are thrice servants,—servants of the state, servants of fame, and servants of business; so as they have no freedom, neither in their person, nor in their actions, nor in their time. It is a strange desire to seek power and to lose liberty; or to seek power over others, and to lose power over man's self. The rising unto place is laborious, and by pains men come to greater pains; and it is sometimes base, and by indignities men come to dignities. The standing is slippery, and egress is either a downfall, or at least an eclipse, which is a melancholy thing: *Cum non sis qui fueris non esse cur vellis vivere.* (Since thou art no longer what thou wast, there is no reason why thou shouldest wish to live.) Nay, retire, men can not when they would, neither will they when it were reason, but are impatient of privateness even in age and sickness, which require the shadow; like old townsmen, that will be sitting at their street door, though thereby they offer age to scorn. Certainly great persons had need to borrow other men's opinions to think themselves happy; for if they judge by their own feelings, they cannot find it; but if they think within themselves what other men think of them, and that other men would fain be as they are, then they are happy as it were by report, when, perhaps, they find the contrary within; for they are the first that find their own griefs, though they be the last to find their own faults." With this truthful view of high place, that has been gained by sad experience, is it strange that Senator Platt should say that he did not know that life is worth while? Especially so when finding that, instead of having the admiration, esteem or good will

of others as an outer source of happiness, he finds that his career has been such as to bring disrespect and ill will? Public office, obtained at the sacrifice of honor or by bribery or corruption, through favors, offices or money, brings only burdens, misery and shame in the end, with not one sustaining prop on which to lean; so that when one is neither in general esteem nor what he was thought, why should he wish to live? If one in such a case, is without the sustaining power of noble purposes or a clear conscience without inspiration of honest duty and service to country; without the stimulant of doing good, of patriotism or philanthropy, he is the most miserable of men, or as Paul says, "the most miserable of creatures." As Bacon further says, "Power to do good is the true and lawful end of aspiring. Merit and good works is the end of man's motion and aspiring." How much then is the position of a worthy editor, who has, every day or every week, the power to do good, of his own motion, in the line of his calling without any real temptation to anything else and without strife for place or any degrading servitude to the whims or selfish demands of others, to be preferred to that of a United States Senator or political boss, who holds his place by plotting and conspiring, by cajoling, flattering, by corruption and servility. If there is any truth in general repute, or report, in the light of what has been recently published, what honest editor, who is his own master, would change places with either Senators Platt or Depew?

However, while learning from Lord Bacon, we would not run into the violation of another rule, that is very important to editors, which he lays down in his essay upon discourse:—"Speech of touch toward others should be sparingly used; for discourse ought to be as a field, without coming home to any man." The names mentioned have become so much public property of late, that they are the suggesting causes of these thoughts and of making these quotations and it seems necessary to give names in order to give reasons for, and to point the practical moral of these paragraphs. We do not believe that these men are bad above others. They are the victims of times, modes, customs, and of damnable systems that have been developed in business and politics, yet they are not excusable and are reaping that which they have sown. They have not been the only sowers, however. Those who have exaggerated and toadied to wealth and position and have sought favors, places and rewards for those services, real or pretended, which ought to have been freely and loyally rendered to the country or to the party in which they profess belief, for the good of the country, are alike guilty. He who receives the benefits of corruption is alike guilty with one who corrupts in order to attain to that which he has been falsely taught to believe is the highest end and glory of life, and the false teachers are not without equal blame.

Neither great brilliancy, genius, talent or profound learning are necessary to success in a newspaper career no more than they are necessary to great accomplishments and usefulness in the Presidency of the United States. President Roosevelt is far from being the most brilliant, talented, learned, eloquent or prepossessing of our presidents, yet, it is doubtful if any president, since Abraham Lincoln, has accomplished more for his country and the world or made for himself a more enduring fame or won a deeper place in the affections of the American people. Sincerity, energy, honesty, unyielding purpose, fearlessness, unflagging industry and activity, directness, a love for fair play or justice, for truth and uprightness or straightforwardness; truly democratic spirit, that recognizes the equal rights of all, and a hatred for wrongdoing, peculation, corruption, inefficiency and double dealing, are the characteristics that have led Mr. Roosevelt forward in his life and work to his present position of honor and usefulness. These same endowments are the essentials to worthy newspaper success. They should be joined to a kindliness of heart that seeks service for the good of other individuals as well as for the wellfare of community, city, state and the Nation as a whole. With such endowments no other calling in life brings greater opportunities, usefulness, true honor, and genuine happiness, than that of newspaper editing and publishing.

A man who has not active sympathies, who is devoid of what Paul designates as charity, that suffers long and is kind, is not worthy of writing a news paragraph let alone, having the responsibilty of conducting or editing a newspaper that is to go into the homes of the community, and at all times, to deal with all the people in all their doings, undertakings, and relations.

Kindness is the first law of every true newspaper as of every true man. The spirit of true kindness pervading all that is permitted to find place in the newspaper, is like mercy, thrice blest. It blesses the newspaper that gives, the people who receive, and brings happiness, and prosperity, peace, contentment and good will to the editors and publishers and to all the people. Kindness is the source of all true happiness, the angel of all progress. It is the fulfillment of the higher law of enlightened human lives.

Tell your news so as to instruct, not so as to grieve or injure; so as to inform, warn, strengthen, warm, encourage and inspire, not so as to discourage, degrade, weaken to cause suspicion, immoral thoughts, discontent, covertousness, hate and strife. Be as sincere in your newspaper pages, in the editorial column as well as in all other columns, as you would have the wife of your youth and love to be pure and sincere in your home.

There are some people of such low and depraved tastes as to act on the foolish misconceptions, that vulgarity or vileness is humor, and that wit is found in sneers at things sacred, at purity, honesty, virtue, righteousness, in profanity, and impious blasphemy, Shun as you would the plague, all such ideas, and practices in your newspaper work. Though patient, male friends may endure your vulgarity and blasphemy in private, and forbearingly, out of good nature, let them pass for humor or wit, you are not, thereby justified in pouring out your filth and wickedness into the homes of the people. Find some other outlet or drain for your filth other than the columns of your Newspaper.

President Roosevelt says many things that show his determination to be right, yet, he is not infallible or above error. He has denounced trusts and declared

that the monopolies must keep the laws or be prosecuted. Just the other day in speaking to an assembly of miners and union laborers at a Catholic Total Abstinence meeting, he not only wisely and rightly commended sobriety, but read an extract from a letter received by him from a Roman Catholic Priest which stated boldly, the very palpable and yet disagreeable fact, that fewer hours of labor and higher wages mean to many laborers only greater dissipation, more hours in the saloon, more money spent in drink, and increased neglect of home, wife and children. Still, on two occasions, recently, he has commended unionism of the right kind, and on one occasion stated that he was a member of a union. This shows that, with all his boldness he either has a little taint of the demagogue or else, he is affected with the prevailing unionism superstition, as Sir Mathew Hale was in the thrall of the witchcraft superstition in his day. Unionism has no other primary object as manifested anywhere, than that of a monopoly of labor and a monopoly not to be regulated by law or by arbitration but by the violation of law, by interference with private rights, by strikes, boycotts, violence, assasination and public murder. Unionism exists not to improve the trades but to control and advance the price of labor, to dictate not only the price, but the hours of work, the character of the work to be preformed and the output; to regulate and lessen production, to discourage efficiency, to prevent competition, to compel the hiring of only those who belong to the union and to deprive those, who do not desire to belong to or who will not submit to become members of the union, the right to work or to live. Any man of ordinary intelligence or observation, in this country, knows that hundreds are forced into the unions against their desires and that hundreds in the unions are in abject slavery to union leaders, who rule the members through browbeating, intimidation, violence and bribed sluggers. We may be mistaken, but we do not believe that Theodore Roosevelt has ever served an apprentice-ship or been admitted to any trade that would entitle him to election as member of a union. If we are wrong in this, we shall be glad to be set right. If he has been made a member of a union for any other reason than as a craftsman he carries his card and his membership as an intended bribe for his favor and good will or as a compliment for past services and an expectation of others to follow. We remember that, when President McKinley was called to Chicago to lay the corner stone of the new government building, it was publicly declared, from union sources, that he could not do this act, could not use the mason's trowel, without he was a member of a union. He was accordingly elected an honorary member of the bricklayers' union and accepted election, establishing the supremacy of unionism over the government of the United States and its honored chief Magistrate. The fact is that unionism, by using the respected name of labor—ever honored in this free land—has been able to establish itself as a new fetish, an all powerful superstition, with benighted followers who will not stop at any crime commanded by their corrupt, venal and vicious leaders. The only excuses for unionism, in this free land, are that the free, independent master workmen, who have themselves been laborers, will not treat their own laborers fairly and that the laws of this republic will not properly protect employes in their rights. Both premises are false. Self interest alone secures fair treatment, where the employes are intelligent and labor entirely free. But the real object of unionism is, as above stated, to monopolize labor and control the capital and business of those who have been sufficiently industrious, economical and thrifty to accumulate the means for establishing factories, shops or offices for giving employment to others at an agreed price on wages that ever ought to be fixed by the earning ability and the mutual free agreement between the employer and the employee

The growth and promotion of unionism are not based on any real need in this free land—where the employe of today is the employer tomorrow—where competition is free and the demand for productive labor is greater than the supply. Its growth has been promoted through the ambition and greed of unworthy leaders who seek power and pelf, positions and graft through unionism.

Unionism in its arrogance, has set up an antagonistic, treasonable government, ruling through violence and threats, terrorizing its willing and unwilling members, by fear of the loss of employment and the constant danger of assault or assasination, and the people by the fear of the loss of business, and good will, of having their establishments shut down, employes murdered and themselves denounced as unfair, to be followed up by business excommunication or the boycott, with all its terrors.

Some four months ago there came to Chicago, one of the potentates of unionism who proclaimed himself more powerful than the Mayor or the City government. He declared and carried on war for four months to establish his authority over the laws, the city and its streets. There has been a lull while this potentate has been absent in a distant city, securing a continuance on his throne—this accomplished, there is no assurance that activities will not be speedily resumed. The war, so far waged, has cost the city and her citizens, millions of dollars and a score of lives. It has shown that the union tyrant is more powerful to destroy, than the city is to protect. The city government, not able to protect the lives of her most humble citizens in their peaceful pursuits, is a defeated, humiliated government. In this land every citizen is a sovereign, and the officials are only paid servants of these sovereigns. The life of every private citizen is just as precious as the life of a Mayor or a President, and the crimes of murdering the Mayor of Chicago and the members of the City Council or the assassination of the President of the United States and his cabinet, would have been no greater, not more heinous under our laws and the whole theory of our free government, than were the murders of the twenty laborers in the peaceful pursuit of daily work. Yet, not a murderer has been brought to punishment, but the promoters of these murders go free and boast of their violations of the law. Worse still, honest patriotic men, under the delusion of this all pervading superstition, are contributing their money to the payment of the plotters of these assaults and assassinations and their paid agents. More than this, candidates even for judicial offices, bow the supple hinges of the knees to these dictators and claim membership with them and wear collars bearing their label. This too, in the face of the fact that not only have private citizens been assaulted and murdered by union sluggers, but even the official representatives of the law, members of the police and deputy sheriffs acting under orders of their superiors and of the courts have been murderously assaulted in the performance of their sworn duties.

If the officers of the law and courts are murdered, how long will the life of the Mayor or his chief who command the police or the judges who direct the officers of the court under their decrees, be safe, after the resumption of hostilities to retrieve a lost cause?

Indeed how long will the life of the governor of the State or of the President of the United States be safe when called upon to direct the military forces in the suppression of violence, murders and riots?

There is no greater power than a properly conducted newspaper press—unless it be that of the true worship of the one great All Father—to bring men to a common mutual recognition of the rights of others, and of the equal dignity and natural worthiness of all men, and to bring all into mutual sympathy and understanding. The man of wealth and the poorest laborer, the President and the farmer, and all individuals or groups of individuals, who read the same newspapers, the same facts and theories from year to year, must come into mutual understanding and sympathy.

Ohio Contingent at Colorado Springs on Return Trip of N. E. A. Members from Portland.

WONDERFUL GROWTH WELL TOLD.

Several years ago, we prophesied wonderful growth and a magnificent future for the Pacific coast States of the Union. It took no great or mysterious spirit of divination after visiting and studying that region, to make the forecast but the fulfilment has been so rapid and so grand as to be beyond human thought. As we have read the accounts, in the papers of the returning members of the National Editorial Association, our mind has been filled with amazement. The recorded wonders wrought out in a few years seem miraculous.

Now comes a copy of the Oakland, California *Herald*, in a special number, displaying, by text and illustrations, the unsurpassed growth and beauties of a city that we had looked upon as a rather insignificant, though pleasant, suburb of San Francisco. It has become a great city in itself, with extensive scenic suburbs and a still more magnificent future unfolding for the present generation. The writeup is a model, covering and illustrating every department of the city's greatness and growth. The schools and industries come in for a large space and there is a splendid marshalling of advantages, opportunities and possibilities that would be profitable to review at length. However, we must confine ourselves to a single extract from the newspaper's numerous pages, as to "The Possibilities:"

"What are the possibilities of Oakland?"

Ask that question of the Eastern manufacturer who will come here and as carefully look over the field as he did before locating his present plant and he will frankly acknowledge that it is limitless. Here, if he locates on the water-front, he can have the raw material for his manufactures taken into one door of his factory from either steamer or sailing vessel, and the finished product taken to any part of the United States or Canada from another door by rail, or vice versa. The steamer from any port of the Orient or island of the Pacific can bring to the rear door of the factory any or all of the ingredients used in his manufactory, but raised in the foreign countries, and the Southern Pacific, Santa Fe or Western Pacific Railroads will take the finished article or product from the front door of the factory and deliver it to the jobber on the Atlantic Coast or at any of the intermediate states or cities.

Here cheap fuel is provided in the oil furnished from California oil fields, and by the use of modern devices any required heat can be maintained indefinitely and at less cost and more equable temperature than by the use of coal.

With such advantages as Oakland possesses there can be no doubt that this city within the next decade will become one of, if not the principal manufacturing city of the Pacific Coast. That is one of the possibilities, and not only a possibility but a probability.

As a residential city Oakland surpasses in natural beauty and climatic conditions any city in the United States—a strong statement, you may say, but nevertheless one that can be backed up by facts and figures. Where, in all the United States, is there a city that rises gradually from the salt water of a magnificent bay to the base of a range of mountains, and having almost in the center of that city a beautiful salt water lake filled and emptied by ebb and flow of the tide?

Where, nestling in a beautiful valley, surrounded by hills that protect the city from high winds and that are as an amphitheater, with residence sites on the upper or higher slopes, that can furnish an ever-enchanting view of bay and country, as is the case in Oakland? The great metropolis of California, San Francisco—just across the bay of that name—with its streets and buildings furnishing a charming picture in itself either by day or night; for at night its thousands of lights make the city across the bay a beautiful scene from the residences on the higher sections of the city of Oakland and in Piedmont and Fruitvale.

This is but a glimpse of all that is portrayed of this one city.

This is certainly a marvelous country and still more marvelous in its development. A grand opportunity exists within the reach of the newspaper press to push forward this development and how grandly has that opportunity been improved. The point is to study your own city—make yourself familiar with all its progress, its institutions, advantages and possibilities, its wants and aspirations and then herald the facts gathered to your readers and through them to the whole world. The newspapers are city and state builders, as well as educators and evangels of good government.

LEARN THE MAIN RELIANCE OF YOUR BUSINESS.

Advertising today is at the basis of all business. It comes next to credit or capital. The success of the modern newspaper depends largely, and the job printing office depends entirely, on advertising in some form. Circulation comes first with the newspaper, but circulation has come to be especially valuable because of the advertising commanded thereby. There may be a few papers that live on the circulation, but our daily and weekly papers would die without the revenue from advertising. It is the stock in trade of the newspaper and job office. Is it then possible that publishers and printers can learn too much about this commodity and its valuable qualities and possibilities? The business has come to a time when the purchasers of advertising employ advertising experts and should those, who deal in, furnish the medium for, or produce advertising matters, be less expert than those who buy space or printed advertising, in the shape of circulars, booklets, blotters, letterheads, envelopes etc.? In all business there are the two things necessary to success; first get the commodities, then command the interest and attention of buyers or of those who may be in want or be made to desire the commodities. These principles apply just as much to newspapers and printers as to men in any other calling or branch of business.

Ideas are of incalculable value in this workaday world but unless they are materialized by being put into use for the producing of results, they are valueless to this life as intangible ghosts.

At the Portland, Oregon, convention of the Pacific Coast Advertising men's Leauge, Mr. Harry C. Whittier had the following, among other instructive things, to say about the writing of ads under the suggestive subcaption, "Make Your Ads Talk".—

An advertisement that does not talk to a community precisely as a splendid salesman would to an individual patron deserves to fail, and usually does. After, then, we have selected the right mediums, we must next turn our attention to copy. The man who tries to run his department of publicity without system is much like a flagman who tries to stop a train on a dark night with an unlighted lantern; he may know what he is trying to do, but no one else does. Copy, the matter in the makeup of an advertisement, is as vital to its success as is the air we breathe to life itself; but the best pair of lungs ever placed in a human body with all the air they can consume, cannot keep a man alive if he has cancer in his liver.

In preparing copy cultivate an individual style, an originality, yet not so far as to avoid good things first thought of by others, for none of us can evolve or copyright all the good ideas. Keep in mind eternally that business results are what we are after, the foundation upon which success is built up.

A noted American author—no less a personage than Washington Irving—once said that he would give an old coat for a new idea any time. Irving in his own day was not alone in that view. Nor is he today. The only apparent difference now is that men will give a new coat instead of an old one. Ideas are at a premium, in fact, the world over. It is the man who can originate, develop and execute that becomes the master of men. His education may be limited, his pedigree dubious, his character open to criticism, yet his ability will see him through. Not only, however, are ideas essential in modern business methods, but the ability to use them profitably. Some have ideas, but lack the ability or inclination to develop or execute them; others are good executors, but are frequently quite barren of anything even faintly resembling an idea.

A NEWSPAPER EDITOR ORIGINATES A CHRISTIAN STANDARD.

The Ottumwa Iowa *Courier* devotes a page to an article on the Christian Flag, written by Editor A. W. Lee. The new standard was the thought and design of Charles Carlton Overton, the publisher of a secular newspaper at Coney Island New York and the delegate to the twentieth annual convention of the National Editorial Association, who extended the invitation on the part of the New York Association for the National Association to meet at Coney Island in 1907. Mr. Overton, is a quiet, unassuming gentlemen, but he is full of good works, like most local editors, both inside and outside of the field of newspaper making. He is the superintendent of a Sunday School and the idea of the Christian Flag originated with him while delivering an address in Brighton Chapel, Coney Island.

Editor Lee gives the following interesting facts as to the new banner and incidents connected with its origin:

To be told that a distinctively Christian flag, which is rapidly being adopted as the banner of Christianity the world over, originated at Coney Island, N. Y., is to bring to the mind of the average Christian instinctively the inquiry, which in the days, of Christ, Nathaniel put to Philip, as related in the forty-sixth verse of the first chapter of St. John, reading as follows:—

"And Nathaniel said unto him, 'Can there any good thing come out of Nazareth?'

"Philip saith unto him, 'Come and see.' "

Recently the writer had the pleasure of meeting Mr. Overton on a trip to Oklahoma and Texas, and when told of the Christian flag there came at once to his mind the thought, "Can there anything Christian come out of Coney Island?"

To this Mr. Overton, replied, "Here are the evidences examine for yourself."

THE BIRTH OF THE CHRISTAIN FLAG.

The story of the circumstances that led up to the origin of the Christian flag is full of interest and there are those who feel that the element of inspiration is not lacking in this auspicious event. It was rally day at Brighton chapel. Coney Island, N. Y., on September 26, 1897. The chapel was filled and the address was to be made by a speaker from Brooklyn. He failed to come as expected and Mr. Overton, who was the superintendent of the school, in apologizing for his absence, was obliged to fill his place and took for this subject, "The American Flag."

This subject was suggested by the fact that on the platform was a beautiful American flag, the gift of James H. Perry Post, G. A. R. Mr. Overton, says that after making as patriotic an address as he was able, the idea of a Christian flag came into his mind, and its desirability was so strong, and asserted itself so plainly that then and there the Chrstian flag was born, full fledged just as it is in use today all around the world. Said Mr. Overton in describing this event:

"The Christian flag appeared to be floating in the air as I was speaking, and I gave the audience a description of it then and there as it stands on our platform today. I believe it was an inspiration from Heaven of a banner that should wave triumphant over the world. The American flag stands for American, the English for Great Britain the German flag for Germany and so on for all nations. The Christian flag stands for Christianity, which embraces all the people of the earth."

Since its birth in 1897 there has been a steady growth in the use of the Christian flag. A society called the Christian Flag Extension society has been formed, which sends out printed matter relating to it. An auxiliary society has been organized in England for the same purpose. Over 1,000 churches in New York State have adopted it and it is today unfurled in every state in the Union.

DESCRIPTION OF THE FLAG.

The flag is most symbolic. The ground is white, representing peace, purity and innocence. In the upper corner is a blue square, the color of the unclouded sky, emblematic of heaven, the home of the Christian; also a symbol of faith and truth. In the center of the blue is the cross, the ensign and chosen symbol of Christianity; the cross is red, typical of Christ's blood. Every sect of Christ's followers can endorse the flag and it is equally applicable to all nations. It stands for no creed or denomination. The late D. L. Moody said of this flag: "This is something we should have had long ago."

A HYMN IN HONOR OF THE FLAG.

A hymn in honor of the Christian flag has been written by Mrs. Fannie J. Crosby and the music for the same has been written by R. Huntington Woodman organist and choirmaster of the First Presbyterian church of Brooklyn, N. Y. Mrs. Crosby has written many hymns, songs and cantatas, which are familiar to Sunday school workers and church people, and has published several volumes of poems. Her beautiful hymn of the Christian flag is published, herewith, and will be greatly enjoyed by those who are musically inclined.

It is especially interesting to note, that neither the flag, hymn nor music has been copyrighted and all are dedicated by Mr. Overton to the followers of Christ the world over. Mr. Overton whose address is Coney Island Brooklyn, N. Y., is the president of the Christian Flag Extension Society in the United States.

THE CHRISTIAN FLAG.

The Christian Flag! behold it
And hail it with a song;
And let the voice of millions
The joyful strain prolong.
To every clime and nation,
We send it forth today,
God speed its glorious mission,
With earnest hearts we pray.

Chorus—

The Christian Flag! behold it
And hail it with a song;
And let the voice of millions
The joyful strain prolong.

The Christian Flag! unfurl it,
That all the world may see
The blood stained cross of Jesus,
Who died to make us free.
The Christian Flag! unfurl it,
And o'er and o'er again,
Oh, may it bear the message
"Good will and peace to men."

Chorus—

The Christian Flag! God bless it!
Now throw it to the breeze,
And may it wave triumphant
O'er land and distant seas,
'Till all the wide creation
Upon its folds shall gaze,
And all the world united,
Our loving Saviour praise.

Chorus—

TRIAL BY NEWSPAPER.

BY D. M. BUTLER.

President W. W. Screws in his annual address inserted a brief paragraph concerning "Newspaper Readers as Jurymen." The question is of interest for two reasons. The editor or reporter can be cited for contempt for things said even before the jury is called and empaneled and further the right kind of an editor does not desire to try one side of a case before the other side is ready to be heard, but the law governing contempt proceedings is reasonable and pliable and I have yet to observe but one case in which an editor was punished for a statement made before the jury was to be called. The decision of the higher court was to the effect that a wanton publication of a one-sided view of a case of which the merits of the contest were prejudged was a contempt.

But the general principles of law governing the selection of jurors do not seem to hamper the editor to any observable extent. In cases where jurors are questioned closely, the general rule is that if the proposed juror replies that any prejudice which he may have, can be removed by evidence, he is accepted. Mob law and radical newspaper work however often go together and the editors should seek to occupy more of the judicial position than is sometimes done.

CASES CITED.

In order to show that newspaper readers are not necessarily excluded from jury duty, the following from reported cases will be useful:

The fact that jurors had formed and expressed opinions as to the guilt of defendant from newspaper accounts, does not disqualify them where they state that they can give defendant a fair and impartial trial on the testimony as it may be introduced before them. State vs. Forsha Mo. 88 S. W. Rep. 746. Also 137 Mo. 125. The same was practically the holdings of the supreme court of Nebraska in Boin vs. State 51 Neb. 581 also of Ohio in Jones vs. State 14 Ohio C. C. 35. In this case the court held that where the court was satisfied from the statement of the juror that he can render an impartial verdict on the evidence he may be admitted as competent notwithstanding prejudices caused by reading newspaper accounts.

From the state of Louisiana where the courts are supposed to operate more or less under the civil law and Code Napoleon, we have a decision to the effect that impressions and hastily formed opinions, from newspaper readings, will not render a juror incompetent where he swears that such impressions and opinions will yield to the testimony to be offered. State vs. Vogel 49 L. A. Rep. 1057.

Cases could be multiplied without number; among them would be one from the federal court that of Spies vs. People 133 U. S. 131. This is the celebrated Chicago Anarchist case. In all cases however, it would seem that never more depends upon the sound discretion of the trial judge based upon the answers of the proposed jurors than upon any statements that a newspaper may have made.

D. M. BUTLER.

BUSINESS NOTES

This Department is conducted for the benefit of advertisers, and expresses their claims and views

Barnhart Bros. & Spindler make use of a two-page insert opposite page 640 to show their new French Plate and Wedding Plate, two new scripts after the prevailing styles of the fashionable engravers. French Plate particularly has received the approval of society, and is the character now most in favor for engraved invitations, announcements, and the like. It is handsome, distinctive and artistically appropriate for the purpose. It is, in fact, an adaptation of the French Rondes, and at first glance reminds one of the formerly popular Pen Text taken from the German years ago, but is a more graceful and beautiful letter.

The Wedding Plate is the italic of the French Plate and is original with Barnhart Bros. & Spindler. It is new and fully as pleasing as French Plate. It has the advantage of offering something fresh to those who must do more or less society printing.

Aside from purely social functions these faces will be in excellent taste for office stationery, bank, church, lodge and school work, cards, certificates, bonds and the endless variety of circulars. The two lower cases in both series that will be most used are cast on the same (twenty-four point) body, and each is furnished with beginning and terminal strokes after the script fashion. Logotypes are cast of the most desirable letter combination to better simulate engraving.

Everything possible to best type founding has been done to make these faces worthy of Barnhart Bros. & Spindler's line of scripts, which is acknowledged the best in America.

* * *

Mr. Copper in his "Newspaper Review Department" this month says so much and so well as to the Cheltenham series that we feel that all that is necessary here is to call attention to the page of that popular series of type shown in these pages by the American Type Founders Co. with the purpose of stirring up the progressive newspaper men and printers by way of remembrance. It is a strong, handsome, serviceable type and this is a good time of the year to install the same and to use printed samples therefrom in working up and securing new business.

* * *

For some time the firm of Chas. Hellmuth, of New York and Chicago, have had on the market two articles they call "Solvine" and "Solvine H." They are both used for removing hard ink from forms, rollers, fountains, or any other part of the press where for some reason or other the ink has dried.

The "*H*" acts more quickly, but should not be used for *composition rollers.*

Every printer knows what it is to clean out type or halftones when the ink has dried hard. With Solvine it is done better and quicker than with anything else known, and without the slightest injury to the press.

Samples with prices may be had for the asking.

* * *

"The Short Cut" is a unique catalogue published by the Curtis Advertising Company, of Detroit, promoters of direct-by-mail advertising. It has an illustrated write-up of the Curtis concern, together with little sermons on the direct-by-mail system, each one accompanied by an actual illustration in the form of a little booklet—the product of Curtis artists, Curtis adwriters, and Curtis printers. Aside from its novelty it is a very creditable piece of work. The Curtis Company claims to be the pioneer in direct-by-mail advertising.

The Keystone Type Foundry has just issued a new folder in which are displayed three gothic letters—Compressed, Narrow and Chamfer gothic. The folder is designed with special reference to the use of these faces for newspaper headings, for which they are admirably adapted. The advertising department will also find them decidedly usable.

Another Keystone product is an artistic booklet showing the many possibilities of the Lowell series. This type is sure to win popular approval, for as shown by this handsome booklet the uses it may be put to are almost limitless. Its artistic design will win it favor among critical buyers of printing, while its wide range of usefulness will make it a popular letter in their printing office.

* * *

Arranging for the Indianapolis Convention.

LONDON, OHIO, July 18, 1905.

B. B. Herbert, Chicago.

DEAR SIR:—Enclosed find clipping from the Indianapolis *News,* concerning arrangements for next summer's N. E. A. Evidently friend Whitehead is a pusher from the start.

Truly yours, C. E. BRYAN.

NATIONAL EDITORIAL CONVENTION.

J. B. Whitehead, of Indianapolis, who figures in the excursion arrangements and other affairs of Indiana editorial associations, has sought the quiet of Winona to work out some of the ideas for the convention of the National Editorial Association, which meets at Indianapolis next year. Although the convention does not open until about June 18, the editors are to be taken through such a round of gayety that this, Mr. Whitehead thinks, is none too soon to begin work on the plans for entertainment.

All the editorial associations in Indiana will join in the preparations for receiving the 800 or 1,000 editors who will come from over the United States. The Democratic Editorial Association has named a committee of two to help with arrangements as has the Northern Indiana Editorial Association; the Southern Indiana has, or will, name such a committee, and the Republican Association will also be represented by two committeemen. These committeemen will especially arrange for what will be known as Indiana Editorial day, when all the editors of Indiana will be asked to meet the visiting editors from over the country, probably at Indianapolis.

So many cities want the delegates to the national convention to drop in on them that there is going to be some difficulty to satisfy all these cities. The delegates will gather at Indianapolis, it is expected now, about Monday, June 18, next year, and they will be in the Hoosier capital until about the following Thursday.

The delegates will hold half-day business sessions, and the rest of the time will be given to visiting Indianapolis business concerns and other places of interest. It is the intention to take the delegates and their wives—a party which may reach 1,400 in number—to French Lick for a day. The crowd will come to Winona Lake for a day, perhaps two, stopping at the Soldiers' Home at Marion on the way here. The visitors may also go to Ft. Wayne for a day, since it is only a short ride from Winona. Muncie, Lafayette and several other Indiana cities, want at least a call from the visitors.

The plans for taking care of the national convention include one for reviving the old Indianapolis Press Club, which slipped out of existence some years ago. But this revival means more than something temporary. Mr. Whitehead says the effort will be made to reorganize the club on a permanent basis and give it more substantial ground upon which to build its future than it formerly had, by modeling it somewhat after the Chicago Press Club. It is proposed to ask all newspaper men of Indiana to come into the rejuvenated Indianapolis Press Club, and if this plan works out, it is further proposed to open a clubhouse in Indianapolis, where the Indianapolis fraternity may do what little "loafing" it has to do, and where the men from over Indiana may make their headquarters at any time they are in the city on business or pleasure bent. It is figured that such a State Club would have nearly 1,000 newspaper men to draw upon for membership and support. It is probable that the various Indiana editorial associations will be asked to help make this State club a permanent enterprise, and if it does not bear the name of the Indianapolis Press Club, it doubtless will wear the title of the Indiana Press Club.

MORE WORK THROUGH PUBLICITY

BY HARRY A. WOODWORTH

Address all Communications for this Department to
349 Jarvis Street, Toronto, Canada

AND STILL I am far behindhand. I'm sorry. Cato Major said, in his admirable work "De Senectute," that "old men are loquacious." The gods only know what I'll be when I'm an old man. There has been so much work on hand that seemed to call for extended notice that I have probably exceeded my space-limit before coming to some work which I really should review "this trip." Havoc hath assuredly been worked with my department lately—a large amount of matter has been lost, presumably from the inquisitiveness of the postal authorities of either the Dominion of Canada or the United States of America. I did not mean, for instance, in the case of Mr. Melton, of the Scarff & O'Connor Company, to damn with bare mention (this is not swearing, it's an adaptation of a classical phrase). I certainly wrote a nice criticism of his work, to go after the letter which was printed in the last issue—but presumably the woodbine twineth whither it has gone. * * *

* * *

Two jobs of the "announcement" variety, from Chicago, Ill., and Watkins, N. Y. The former is from the Partridge & Anderson Company, and is a somewhat elaborate folder, announcing that they will be "at home" in the Times Building, a fine picture of which is shown. The other, though a strikingly neat folder, is not so pretentious—in fact, it does not even pretend to give the name of the new daily paper whose advent it announces. But as it starts life "with a daily circulation of 1,000 copies, pledged, guaranteed and sworn"—here's additional success to it!

* * *

A good line of pleasing but unreproducible samples comes from our old friend A. K. Ness, with the McMullen Printing Company, Cheboygan, Mich. But here (No. 1) is one which is not only a pleasing example of composition, but also a good instance of advertising to a particular class, and also of timely publicity. The rulework and the nameplate are brown and the balance is black. The McMullen Printing Company have tried this kind of advertising before; and it must have paid them, or they would not have attempted it again next year. For they are shrewd advertisers, as has been freqnently remarked in this department.

* * *

When a fair is at hand, the advertiser realizes the need of prompt publicity, and so, of course, prompt printing. And the Rice Press of Flint, Mich., are advertisers who show themselves especially prompt in preparing to satisfy other advertisers who would be likely to take advantage of the fair. For this (No. 2) must have been issued in or before the first week in August. The stippling of the border is red; the rest is black.

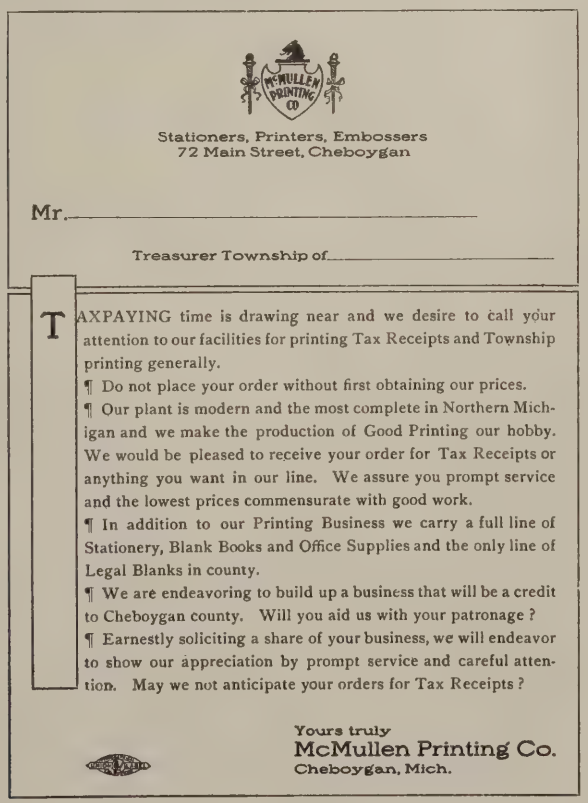
FAIR AT
FLINT
September
5-6-7-8
1905
Ready When You Want It!
We'll accept your order for Printing on that condition—
So there's no need for you to put up with the vexatious
delays that are too common with some printers.
Will you need any advertising matter to use at the Fair?
If so, we would like to have a chance to figure on the job.
The Rice Press,
Bell Phone 320. Flint, Michigan.

2

* * *

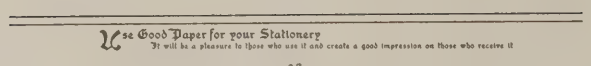
I had meant to congratulate the Keystone Type Foundry on the triumph they had achieved in the production of that beautiful face which they named after him who was first in many things. However, it is not too late, especially as I have just received a letterhead which is composed entirely in the Washington series from that maker of artist-compositors, William Carl Pirsch, of Dayton, O. The reproduction (No. 3a) is made from a black-on-white proof furnished me by Mr. Pirsch. And I consider this same proof, colorless as it is, a mighty fine letterhead of itself. The sheet which Mr. Pirsch writes upon, however, is a light brown, and the rules shown on the reproduction, which are green on the colored page, have between them on that sheet heavy rules in gold. The bands of the double "P" mark, and the three cap "P"s in "Pirsch Press, Printers," are in a green, which symphonizes most pleasantly with the brown ink which is used on the remainder of the job. There's about an inch margin at the top and bottom of the letterhead, and I note that Mr. Pirsch utilizes the last inch for writing purposes.

P. S.—Just before shipping this batch of matter I have received a letter (on the new stationery), which invites me to dinner next Monday with Mr. Pirsch, who is making a flying


McMULLEN PRINTING CO
Stationers, Printers, Embossers
72 Main Street, Cheboygan
Mr.
Treasurer Township of
TAXPAYING time is drawing near and we desire to call your attention to our facilities for printing Tax Receipts and Township printing generally.
¶ Do not place your order without first obtaining our prices.
¶ Our plant is modern and the most complete in Northern Michigan and we make the production of Good Printing our hobby. We would be pleased to receive your order for Tax Receipts or anything you want in our line. We assure you prompt service and the lowest prices commensurate with good work.
¶ In addition to our Printing Business we carry a full line of Stationery, Blank Books and Office Supplies and the only line of Legal Blanks in county.
¶ We are endeavoring to build up a business that will be a credit to Cheboygan county. Will you aid us with your patronage?
¶ Earnestly soliciting a share of your business, we will endeavor to show our appreciation by prompt service and careful attention. May we not anticipate your orders for Tax Receipts?
Yours truly
McMullen Printing Co.
Cheboygan, Mich.

1

trip through Canada. And along with this invitation, which I trust I shall be able to accept, comes an envelope with the corner containing these words in the Washington text, "Shut Up." I thought at first that this was an example of that advertising force named by Prof. Scott "the direct command,"


Use Good Paper for your Stationery
It will be a pleasure to those who use it and create a good impression on those who receive it
3a

but upon opening the envelope I find I was mistaken. Here (Nos. 3 b and c) are the first and second printed pages of the enclosed circular. On No. 3b the rule and initial are green; the balance is brown—a darker brown than the stock. On 3c the rule, initial "F," the line "Best Printing Printed," the paragraph mark and the heavy dash between "Pirsch Press" and "Printers" are green—the remainder is brown. An odd distribution of the green, of course, but Mr. Pirsch's oddness is generally combined with art. The distribution of "white" on 3c is also odd, but it is interesting. The Sanderses of New York seem to have set the fashion of closing their office while the "boss" went on a good time. Whether it is good business or not it is really not in my line to judge—and anyway, I'm as anxious to see Mr. Pirsch as he evidently is to have a well-deserved rest.

* Nos. 3b and 3c could not be reproduced.

* * *

TOLEDO, O.

Harry A. Woodworth, Toronto, Canada.

MY DEAR WOODWORTH: Though I have not contributed to your department for many moons you may be sure I have not forgotten your favorable criticisms of the past, and I hope to deserve more such criticisms in the future. I am sending you under separate cover some old things which I think you have not yet seen, and will send you something more from time to time.

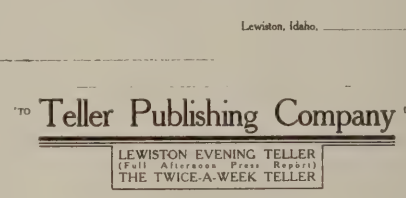
Just at present I am engaged in the Socialist newspaper business and am not working directly at the trade, but I have some things saved from past work and I will send you some from time to time.

Light into this stuff in any way you see fit. I send them to you to profit from your criticism, as I expect to get back into the trade before many moons. By the way, what do you think of my letterhead? A little loud?

Thanking you in advance for any notice you may give my work, and hoping to hear from you if you can find time, I am, as ever,

Yours sincerely, E. B. AULT.

Mr. Ault sends me some calendar blotters issued for December last "For the Holiday Trade," which will be reproduced later. Another very originally composed blotter, "The Best Printing," I cannot reproduce because of the tint-block. But I've got to reproduce something, as I haven't heard from Mr. Ault for so long a time. So here's a billhead (No. 4). The rule-work is a little out-of-the-rut, you see. Mr. Ault sends me a very telling *Teller* sheet, a sort of cross in size between a dodger and a handbill, in two colors, on news stock, with a lavish use of rule-work. "The telegraphic news," says this sheet, "is *Fresh* from the outside world. If you can find your morning paper, compare it with the *Teller* and see the telegraphic [I don't care for this substantive—H. A. W.] repeated that was in the *Teller* the night before." This sentence is dead against the advertising principle so oft promulgated—Don't run down your competitor. But really, don't we all do this more or less—and isn't it the practice with aspirants for *political* success—so why not make use of this in the warfare of business, if it can be done in a *gently* insinuative manner, as in this case? But the advertiser should be sure that any chance morning paper that might be found (how subtly the advertiser intimates that there is no difficulty in finding a *Teller* when it's even, say a day old!) would really be likely to contain the same tale that was told by the *Teller* of the eve before, and mightily little else in the way of news. Of course, it is the legitimate mission of a morning paper, which might be the only one taken by a family, to chronicle the past day's doings—even though the evening paper should have had the morning's and

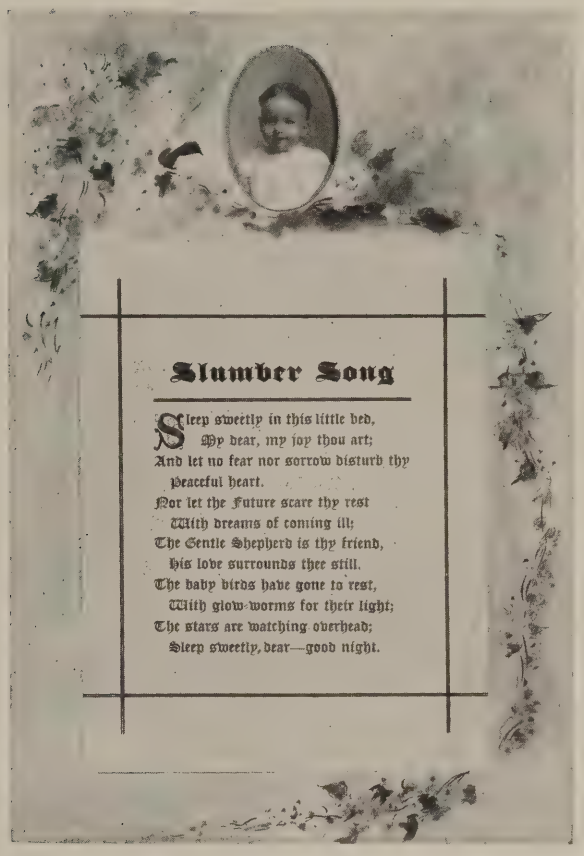


afternoon's happenings on the previous day. So should a first-class evening paper in a city like Lewiston contain much of the same news as was in the morning rival. Care should, however, be taken to have the way of telling it changed somewhat, even though both papers may get the same "flimsy" from the Associated Press. But if a morning paper contains a simple rehash of news of its evening rival—especially its local news—it does not appear to me to be reprehensible or "bad business" to call this fact to the public's attention, if done in a way that is free from the appearance of malice, hatred or envy. There's a great deal of bosh talked about the expediency of never, in advertising, admitting that you have a competitor. Why, when you say your paper is "the best," isn't that a sort of a cold crack at competitors? And many an advertiser talks glibly about his product being the best, without producing an iota of proof that this is so. And folk are looking for proof in publicity now.

I can't say I admire your letterhead, though red and black on orange is not unpleasantly loud. It has the words "Erwin B. Ault" in 24-point Engravers' Old English and "Artist Printer" in 14-point of the same face, which makes a much shorter line. There's a rule between—red, bordered with thin black rules—which extends an inch an da half or so each side beyond the longer line. The effect has no compactness—the rule looks like a stick that is too long for the stove. It is an original design with no good reason for its original feature—and I've never seen any other specimen of Mr. Ault's usually brilliant originality which called for a criticism anything like so severe as this.

* * *

The specimen shown as No. 5 was sent me some time ago. The portrait at the top is of Hal Biggers, a coming artist-printer of Texas. The photograph is attached to the under side of the very heavy cardboard on which the under side water-color painting is done. A sheet of white paper, pasted on the card, contains the printing. The initial and the space between the one-point rules are filled in with red—evidently with red writing ink. The words "Biggers' Printshop, Corsicana, Texas," will probably not be seen on the reproduction, as they are embossed without printing at the top of the paper. The


Slumber Song
Sleep sweetly in this little bed,
My dear, my joy thou art;
And let no fear nor sorrow disturb thy
peaceful heart.
Nor let the Future scare thy rest
With dreams of coming ill;
The Gentle Shepherd is thy friend,
His love surrounds thee still.
The baby birds have gone to rest,
With glow-worms for their light;
The stars are watching overhead;
Sleep sweetly, dear—good night.

5

painting on the card in its various colors, and with its chastely-toned background, is, to my way of thinking, a fine bit of impressionism, the effect being that of flowers drenched with dew. The production has interest outside of that pertaining to the photograph of the son of one of our best known contributors. For it shows how such arts as water-color painting may be even more closely allied to typography than through the medium of photo-engraving. The card has a white silk cord attached to the back by means of a Biggers wafer. So the arts of printing, paper-cutting, pen-drawing, painting and photo-engraving combine to make this card a gem.

On receiving the sample, I wrote Mr. Biggers, calling attention to some matters of punctuation, and also stating that two lines were incorrectly divided. I did this chiefly because I understood from the letter that Mr. Biggers was preparing copies for other friends. In reply I got this letter:

CORSICANA, TEX.

DEAR MR. WOODWORTH: Guess you think I am either busy as can be or else something else has happened. Well, truth is, I have been pretty busy since your letter was received. Went out to the Brownwood meeting of Texas Press Association, and had a great time. Sent you a paper; the Association has just incorporated that job department and the honor of conducting the first meeting was mine. There seemed to be a lot of interest taken and that feature has been made permanent. Think it a good scheme, and likely to result in good for the craft if kept up for a few years.

Now to come to your letter: The poem was written by a lady here and she would not have the change made in lines, but was glad to admit the others were right as you had suggested. Especially does the semi-colon and comma belong; can't you add them with pen and ink? Please remember the chief reason for not repeating this is that my font of Priory was very short and I had to make *three* runs to complete the verse.

I am leaving Corsicana next Thursday for a trip; the trip of my life. Go from here down through Mexico, then up through California—see the big trees and Yosemite Park, then to Portland, Seattle, and to Spokane where the main attraction will be Stutes; Yellowstone National Park and then on the return trip home, stopping at Salt Lake City, Denver, where I will see Beran and Auger; Pike's Peak, Colorado Springs, and the mining region. You will doubtless see but little of the shop in the meantime, so just know it is still here and in good hands.

Had the pleasure of meeting Mr. Herbert at the Press Association and liked him fine. We will think of you on the trip, and only wish it were possible to take a side trip and see you, but look out; if plans go right our way will be east next year, and Toronto won't be far from Niagara. Yours,

BIGGERS.

The punctuation has been amended as suggested. I am sorry that I cannot possibly withdraw my suggestion as to the division of the lines of the first verse, which should, I claimed, be as follows:

Sleep sweetly in this little bed,
My dear, my joy thou art;
And let no fear nor sorrow
Disturb thy peaceful heart.

By no rule of prosody of which I ever heard could the other division be justified, and I leave it to Mr. Copper, who has certainly remembered more of his studies in this line than I do, if the above division is not the logical one for a verse where the beats are distributed as in this pleasing little production of the Texas lady.

6

This (No. 6) is one of Mr. Biggers' latest letterheads, in two colors. Now that bird is one of the *Chap-book* breed of peacocks; but from its position in connection of the text, those not versed in unnatural history might think it a golden dragon. [Now here's an instance of what Mr. Copper spoke of last month—of minds running in the same channels. I wrote this critique some months ago; but I find in the latest issue of another printing journal that practically the same remark is made by another critic. But if two persons are struck in the same way by a job, it is fair to suppose that some of the great public will think likewise. I never did a job in my life which I did not desire to have criticised by two or three or more before presenting it to the one for whom it was done, or directly to the public. And I've never despised the criticism of children. Nay, I have sought it. There's where you get truly frank, disinterested criticism; and there's no truer verse in the Book of Books than that about the wisdom that proceeds forth from the mouths of babes.]

* * *

B. F. Harb, of Anderson, Ind., sends me four blotters. "A and B," he explains, "are my own ideas of a blotter; C and D are those of the proprietor and superintendent; D was set by another compositor, as well as the souvenir for the Editorial Committee. I thought the latter might interest you a little." B and D are reproduced respectively as Nos. 7 a and b. The

7a

color-scheme of the former is especially pleasing. The stock is buff, the rules are red; the remainder is black. I very much prefer it to the smaller blotter, which is of a similar style. This other blotter has the words "Anderson, Indiana," spaced between the letters, which adds more "white" than is pleasing on a job that is already so generously whited. A little less white in the body of the design would have been preferable on the other blotter reproduced, which nevertheless has excellent points. Such a job as this should be "balanced" throughout in pretty thorough conformity with the old ideas of balance.

The Abbot Old Style and the border are in good harmony, and the work-mark is worthy of note. A good work-mark always seems to me to be a good publicity investment.

BULLETIN PRINTING AND MANUFACTURING COMPANY
LARGEST AND BEST EQUIPPED PRINTING PLANT IN THE STATE
WE CAN CERTAINLY SAVE YOU MONEY ON YOUR PRINTING BILL
WRITE FOR ESTIMATES ON ANY KIND OF PRINTING YOU NEED
Equipped with all the Modern Machinery and desires necessary to turn out Good Printing at the Lowest Prices
FINE CATALOG WORK A SPECIALTY
119-121 East Tenth St
PROMPT SERVICE
LOWEST PRICES
Anderson, Indiana

7b

The booklet issued in connection with the visit of the Executive Committee of the N. E. A. to Anderson is a credit to Anderson and to the *Bulletin* Printing and Manufacturing Company. The cover has a fine colored portrait of Chief Anderson, of the Delaware tribe, to whom the city owes its name. The booklet is handsomely composed, and certainly must have given each of the scribes material on which to write as "one having authority." The only fault I have to find with the publication is the strange mixture of Roman numerals "MIXV"—which is presumably thought to be a fitting substitute for "1905."

Mr. Harb pays me some very flattering compliments, but the one I most appreciate is this: "You have a style that makes it seem you are talking in person." Now that's just the way I feel, and I am glad if my work shows it. Whatever may be said against me, I trust the element of a strong personal interest in the workers who help me with this department is not and never will be lacking.

* * *

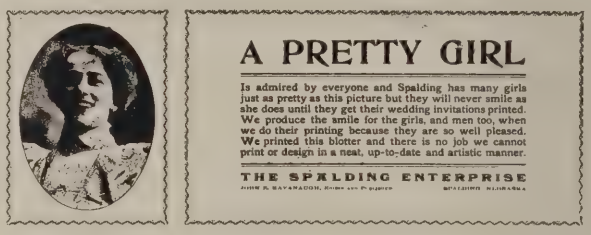
I have not heard from Will J. Cota since the first of March, when he wrote me that he had left the employ of the Sheldon Press but was going to continue to read this department, and keep in touch with what the others were doing. He said at the time that the "extra per" was a great temptation, "and we artist (?) printers sometimes have to think of something beside beautiful forms in type and look for the long green. When the green gets a little longer I shall try and get back into the job line again, where I think I really belong. (No egotism alleged.)" Well, that's one view to take of it; but there are job printing offices (in "these United States of America," I was going to say, but I'm in another country where it's going to be just as true) whose proprietors are finding that art in printing is a most prolific producer of the long green which we are all compelled to consider. And men who can produce such work as Mr. Cota should not find it necessary to leave their first love.

"Get Wise About Your Printing." Give it the careful thought it deserves. Don't invest your money in shoddy printing, it don't pay: insist upon having your work treated in a distinctive style, down-to-date, and attractive. And here's where we come in with our modern little shop, and offer you the service that can produce this kind of printing. How often have you got stuck in the matter of a mail slip, for instance? You are in need of something of the sort, and you hie yourself away to the printer—"Print me five thousand of these for mailing, something new and novel, to attract attention." You receive the printing—same old story—poorly printed, unattractive, and —well, it wasn't right. The Sheldon Press stands ready to serve you, and serve you right. We'll do your catalogue, booklet, folder, or stationery in a manner that will please you, and it won't necessarily be expensive, in fact, you get better results from good printing, which makes it the most economical in the end. "Get Wise About Your Printing." Send that next order to us, and get Wise Printing.

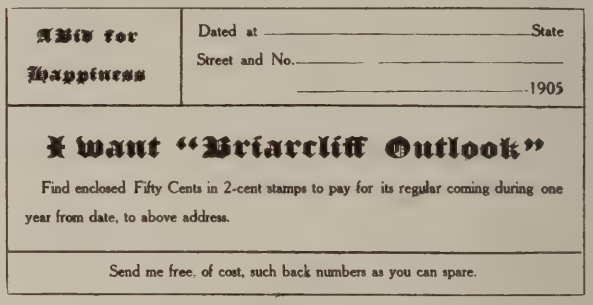
The Sheldon Press
Burlington, Vermont

8

Mr. Cota's recent work has been artistic both as to composition and color-scheming and also as to the possibilities in the folding of pieces of cover-stock in connection with "flats." He's done some particularly nifty work in these lines for the New Haven Mills Manufacturing Company, which I will reproduce if Mr. FitzGerald doesn't hurry and come back. One of the printing-advertising productions is entitled "Get Wise About Your Printing," and the cover has that particularly


A PRETTY GIRL
Is admired by everyone and Spalding has many girls just as pretty as this picture but they will never smile as she does until they get their wedding invitations printed. We produce the smile for the girls, and men too, when we do their printing because they are so well pleased. We printed this blotter and there is no job we cannot print or design in a neat, up-to-date and artistic manner.
THE SPALDING ENTERPRISE

9


ABC for Happiness
Dated at
State
Street and No.
1905
I want "Briarcliff Outlook"
Find enclosed Fifty Cents in 2-cent stamps to pay for its regular coming during one year from date, to above address.
Send me free, of cost, such back numbers as you can spare.

10

Automatically fed and printed throughout in two colors on a Harris two-color 15 x 18 rotary press at a speed of exceeding 5,000 an hour. The publishers of "SPEED" will be pleased to send sample copies free of charge to any person soliciting same on business stationery.

11

wide-awake owl—for its eyes are fully open, though the sun is shining bright—with which the advertising of "The Practical Colorist" has made us familiar. A fold at the top of the cover-stock, on the inside, holds up, by means of paste, the sheet reproduced as No. 8, which, of course, was folded down the center. The rules were in brown, the text in a rich dark green. The story of the good printer is often told, but that it can still be put forth in an original and attractive manner is evident from this and many other pieces of printers' publicity.

* * *

The pretty girl—despite the remarks of some sour advertising critics—has not yet lost her value as an advertising force—and she will not. The Spalding *Enterprise* makes excellent use of a stock cut in the tinted blotter in two colors, which is shown as No. 9.

* * *

A suggestion for a subscription blank, which is not of the "stereotyped" form, is that given by Reproduction No. 10. The job is in black and orange.

* * *

This cover (No. 11) in green and orange on pale green stock is a year old now; but is still a new and most pleasing style of art-nouveau. The heavy border and the printing at the bottom are green—the rest orange. It is from *Speed*, that splendidly (though quickly) printed house-organ of the Harris Automatic Press Company. This concern has taken at least a year to answer my request for another copy of this number—in fact, I haven't got it yet; but I understand that their presses *are* rapid.

* * *

Harry A. Woodworth, Toronto, Canada. MILBANK, S. D.

DEAR SIR: I send you with this mail some specimens of my everyday work, and as I have no instructors outside the trade journals, any suggestions you may make will be appreciated. Having set type only two years (I began in June, 1903) I feel somewhat backward about sending you samples. However, I have finally mustered up the courage, so here goes!

Yours respectfully,

ERNEST TOMOWSKE.

The jobs sent by Mr. Tomowske are of varying degrees of excellence, but nearly all show that the compositor who begins his career by a careful study of the printing journals has a start which will prevent much necessity for unlearning. I am speaking in another portion of this installment about the poor effect that was produced by printing over a cut which was in a tint. Mr. Tomowske has, however, managed the bicycle on one of his jobs very creditably. Mr. Copper gave Mr. Tomowske so much praise for some of his more excellent work last month that I will give a little advice concerning the faults I observe in his work, even at the risk of making myself less popular than Mr. Copper with this particular compositor. But Mr. Copper is a teacher who is likewise not afraid of giving a little adverse criticism where it is needed—and in so criticising this gentleman's work I am also speaking to older contributors:

I. In portions of jobs that are set in ordinary newspaper body-type, and "read right along," it is well to avoid the new style of omitting periods at the end of paragraphs and sentences. Some of the modern job body-type lends itself to this mode of composition admirably, but when such liberties are taken with the type we are accustomed still to read with the conventional punctuation, the ordinary reader is likely to consider the omission of punctuation as more of a sacrifice to expediency or necessity or even ignorance than to art.

II. In a date-line such as "Milbank, S. D. ———— 190 " or "Milbank, South Dakota ———— 190 " why not place the comma before the dotted rule? Clearly if there should be a comma after "Milbank," there should also be one after "S. D." or "South Dakota." The date-line is not, of course, complete until the writer or stenographer fills the blank space, but it is not his place to put in the comma, and there would be a wrong-fontish effect if he did so. The day of the dotted rule in such typography may be said to have gone. There may be some jobs of the kind where there is no rule where the omission of a comma may seem to be in keeping with the omission of periods from the job; but the dotted line espepecially suggests a continuity which would better be lived up to, when such rule is used, by a conformity as regards punctuation.

III. Care should be taken in the juxtaposition of ads on a two-column page, where the general plan of composition is the same, to keep the advertisements so distinct from each other that there is no suggestion of their being the same ad. Now the two ads at the top on this page of the *Alpha* are each excellently composed in a style which is in keeping with such a production. But because of their general sameness of composition, their central blocks, and their full lines at top and bottom, in the same kinds of type as each other, one might get a "first impression" that Mr. Burkhardt was the proprietor of the Palace Barber Shop, and that the latter part of the two ads was intended to read "H. E. Mitchell, Prop., Milbank, S. Dakota." This effect is given more prominence because there is no dividing rule between these two ads and that of Queen Valley Flour, and because the perpendicular rule is not produced to the third ad. Many makeups consider that when an ad has a border such as that of the milling company, this border serves as sufficient division between the ad it encloses and other ads on the same page. But in these days a panel made of border material is often placed at the bottom of an unbordered ad, and so even the three ads on this page might almost be considered at a first glance as being one. Such publications as the *Saturday Evening Post*, which pay great attention to the artistic appearance of their pages, never consider a heavy rule or a border which belongs to one ad a sufficient division from another, and it seems to me that their practice of dividing each ad from its neighbors with uniform thin rules is at least fully as artistic, and much more satisfactory in other ways, than the practice which prevails in many small printing offices.

I want Mr. Tomowske never to feel backward about sending more samples. He has an individuality and an artistic taste that is going to put him on a par with the best contributors to this department. And that's why I'm taking so much space to point out some of the minor matters in connection with his work.

A NEWSPAPER'S TRIP.

The mission of the newspaper is to inform, please and instruct and as far as may be to influence or to inspire to accomplishments of needed objects by individuals and the community. This work is performed through the reading and advertising columns. However, newspapers find it profitable at times to carry on their legitimate work outside of the papers, and, at the same time, to secure valuable advertising and a name for enterprise and doing things. Along this latter line of effort the Adrian, Michigan, DAILY TELEGRAM has established the custom of giving an annual excursion for its friends and patrons. Other papers have also found a like plan wise and profitable. In this the columns of the papers are called into use to make the excursions popular and profitable and, then, to write up instructive accounts of the trips, of the enlivening and educating travel, with all that was seen, experienced and enjoyed. The excursion of the *Telegram* this year was from Adrian to Detroit and return, and a more delightful short trip by land and water could scarcely be planned. It afforded, in the account, besides all the enjoyment, the popularizing influence, and the making of friends, two columns of very entertaining reading matter for the paper.

POSING.

Posing is hypocracy, yet posing has been the curse of both the State and the Church. Politicians pose as statesmen when they are only corrupt, self-seeking demagogues—the willing tools of place seekers and grafters. Ministers pose as saints and as divinely called messengers of God when they are only lazy, stilted seekers of ease and fat places, caring only to live in elegance and as diletantes of learning, philosophy and religion on the superstitions and veneration of the people, while lacking in all spiritual fire, fervency of spirit, diligence in service, Christ-like compassion, human sympathy or burning, undying care for the souls and bodies of men. They preach in the memorized canting phrases of theology and creed. They never weep as did Jesus at the closed tomb nor create any new wine of higher life and holy obligations at the marriages they celebrate. Everything is in set phrase, conventional and wholely and repeatedly formal or ceremonial. Lawyers parade as men learned in jurisprudence, as defenders of the supremacy of the law, which is the perfection of human reason; as officers of court, sworn to see justice done, but they neglect the learning which they profess, plot with their clients for the breaking of the law and the averting of its penalties; labor with untiring energy to defeat justice and to free criminals though they be vile murderers, embezzlers or thieves, or to protect extortioners, bribe takers, corruptionists and monopolists in the enjoyment of their unholy gains. The more successful they are in shielding wrongdoers and setting the laws at defiance, the greater their fame, the larger their fees, and the more frequent their employment. There is, however, one calling, at least, that of newspaper-making, in which posing, as a rule, is an impossibility, or if not wholly impossible, always unprofitable, and, if attempted, brings ridicule and speedy disaster.

The newspaper is always in the open. It is the quintessence of publicity, nothing can be hidden that will not be revealed. Its highest and only permanent success rests in being right, open, sincere, honest and truthful. The newspaper has no secret ends to accomplish, no combinations, rings or cabals on which to depend, no sanctity or mysticism to bolster up a false dignity or power, no individual or corporate wrongdoers to serve. It is of the people, by the people and for the people or else it is not a newspaper at all.

Its clientele is in every trade, in every profession, is of every creed, is of all beliefs and unbeliefs, is among all groups of men and by every hearthstone, however elegant or however humble. It feels the heart throbs and hearkens to the voices of all the people from the hut to the palace every day. There is no aristocracy, ritualism or anti-ritualism or frenzy in its subscription list, on which all its business depends.

It is not strange, then, as was said by Senator C. K. Davis, of Minnesota, a little over two decades ago, that men of this newspaper profession, freed from all bias, "record from day to day, for the public benefit, their true convictions without its occurring to them that, in doing this, they do otherwise than they can." It is most gratifying that, even in our metropolitan cities, where there seems to be, if anywhere, gain and safety to the press, in posing as the representatives of all the people, while selling its opinions and convictions to combinations of labor or capital, of political schemers, or of official boodlers, the newspapers stand firm and denounce wrong doing wherever it appears. So united are the newspapers of the great cities in the exposure of frauds and combines against the personal, the civic and property rights of the citizen, and so united for good government and the public weal, that rogues and demagogues are able at times, to deceive the people through pointing to this natural harmony in these things, that exists from the very nature

Nature's Wonders.

of the calling, as evidence of a newspaper trust. The newspapers, however, are not swerved from their course by such misrepresentation but continue to fight, with equal zeal, the injustices of capitalistic monopoly on the one hand and labor monopoly on the other, standing ever for the rights of the people and righteous enforcement of law.

It is not too much to add that the secular newspapers, with so few exceptions as to prove the rule, teach and enforce the broadest and deepest humanity, brotherhood and charity, the purest patriotism and morals, the highest principles of personal and civic duties and the holiest religion. If the prophesied revival of religion and righteousness is to sweep over this land, it will be largely through the influence of the secular press.

Among the Associations

"In Unity is Strength"

IOWA has three or four live editorial organizations. Among these is one with the significant name of "Corn Belt Editorial Association" that held its 12th Annual Convention at Sheldon, Iowa, August 10 and 12, with the following very attractive program:

Thursday Evening, August 10—Piano solo, Mrs. C. H. Allen; invocation, Rev. W. L. Bray; address of welcome, Rev. T. S. Bassett; response, E. D. Chassell; reading, Miss Oma Button; address, "The Searchlight of Publicity," D. W. Norris, Jr., Editor Marshalltown *Times-Republican;* vocal solo, Mrs. Brink.

Friday Forenoon, August 11—Paper, "Wolf Howls," C. B. Wolf, Alton *Democrat;* paper, "One Better Than Two," Milton Starr, Algona *Upper Des Moines-Republican;* paper, "Illustrating a Country Newspaper," H. V. Cline, Cherokee *Democrat;* paper, "The Mission of the Country Press," Frank Clarkson, Ida Grove *Pioneer;* paper, "My Esteemed Contemporaries," W. A. Quigley, Hawarden *Chronicle;* paper, "How to Systemize the Work to Save Time," Chas. H. I. Mitchell, Storm Lake *Pilot-Tribune.*

Friday Afternoon—Paper, "Successful and Unsuccessful Attempts to Increase Circulation," E. G. Randall, Spencer *Reporter;* paper, "Encouraging the Home Advertiser," Geo. I. Long, Manson *Journal;* paper, "How I Fight Catalog Houses," C. G. Kaskey, *Up-To-Date Merchant,* Manson; paper, "Newspaper Critics," Miss Anna Donovan, Emmettsburg *Tribune;* paper, "Country Town Definition of News," W. R. Prewitt, Onawa *Sentinel; paper,* "Mistakes of a Newspaper Man," S. I. Frisbee, Sloan *Star;* paper, "Advertising a Newspaper and Its Business," Roy G. Caswell, Dennison *Bulletin;* question box; general discussion. Election of officers, selection of place of meeting, other business.

Friday Evening—Banquet and program provided by press and citizens of Sheldon; paper, "Gratis Advertising," W. E. Hamilton, Odebolt *Chronicle;* paper, "What Legislation Do Newspapers Need?" Emory H. English, Mason City *Times-Herald;* opening of question box; general discussion of timely topics; appointment of committees, etc.

Catalogue houses and advertising were a special feature of the afternoon program Friday. Mr. C. G. Kaskey, a leading merchant of Manson, discussed this subject in connection with a paper by Mr. Long. Mr. Kaskey believes in the coöperation of merchants and newspaper men, and he turns down every manufacturer or wholesaler that furnishes goods to catalogue houses.

His address was a practical talk by a practical and successful merchant.

"Illustrating a Country Paper" was practically demonstrated by Mr. Cline, who showed the complete process of making a chalk plate cut.

Editor H. B. Hale gives the following brief summary in his paper, East Hartford *Gazette,* of the summer meeting of the Connecticut Press Association:

"The weekly newspaper men had an enjoyable meeting at Lake Compounce, Monday. The occasion was the regular summer meeting of the Connecticut Editorial Association and pleasant memories of the day will linger long in the minds of those who attended. The sheepbake was not the least interesting feature of the exercises. The meeting opened at 11 o'clock and was presided over by President Arthur S. Barnes, of Bristol. Routine business was quickly disposed of and then Editor J. M. Morse, of Windsor Locks, gave an excellent address on 'Job Business As It Strikes a Printer in a Small Town.' This was followed by the reading of an interesting paper on the subject, 'Foreign Advertising,' by Editor E. H. Abrams, of Greenwich. An hour was spent at dinner, after which the session was resumed. Instruction and humor were well combined in the address given by 'Joe' Cone, of Old Saybrook, on the topic, 'Humor as Made by the Yard for Newspapers.' Editor A. E. Knox, of the Woodbury *Reporter,* spoke on 'The Funny Side of a Country Editor's Life,' and Editor George C. Woodruff, of Litchfield, made his report of the national convention at Guthrie, Okla., in June. The new members voted in were: L. M. Barnes, of the Woodbury *Reporter;* Charles Brainard, of the Thompsonville *Press,* and Lewis S. Welch, of the Yale *Alumni Weekly.* G. C. Woodruff offered this resolution: 'It is with deep regret that the members learn of the departure of Mr. Knox, of Woodbury, from Litchfield county and Connecticut, and that they wish him all success in his new home in California.' Mr. Woodruff also offered a resolution of thanks to Mr. Cone for his address. Both of these resolutions were adopted by an unanimous vote. A majority of those present favored taking a trip up the Hudson river some time early in September, and Mr. Hale was added to a committee already in existence to make definite arrangement in regard to the matter."

Mr. H. Taylor, a former Connecticut newspaper man and for a long time an officer and one of the active members of the Connecticut Weekly Press Association, has of later years attended to the getting up and publishing of souvenirs until he has come to be called "Souvenir Taylor." Souvenirs of legislatures, conventions, great financial, banking, commercial or manufacturing enterprise and accomplishments, anniversaries and the like, naturally come within the field of the local paper

or printing office and can often be made to afford the very best kind of advertising, winning friends and business, while bringing in handsome profits.

The Lebanon (Ill.) *Journal* and the Waukon (Iowa) *Democrat* deserve especial mention among the hundreds of papers that are writing up, thoroughly entertaining and instructively, the ever-to-be noted trip of the members of the National Editorial Association through Oklahoma, Indian Territory, Texas, California, Oregon and Colorado. The second mentioned paper is illustrating its accounts with half-tones. The amount and broadness of information given to readers all over the Union in these comprehensive and instructive notes and records of travel cannot result otherwise than in a world of good not only to the regions visited and to the hundreds of thousands of readers, but to the papers themselves. It has ever been found that accounts of travel by the editor of a newspaper are read and enjoyed with zest and interest second only to important local news. They are believed, too, as well as enjoyed.

The New York Press Association officers for 1905-1906 are as follows:

President—Elias Vair, of the Waterloo *News*.

Vice-Presidents—William B. Collins, of the Gloversville *Leader;* Thomas P. Peters, of the Brooklyn *Times;* William J. Pollard, of the Seneca Falls *Courier;* John P. Herrick, of the Bolivar *Breeze;* William D. McKinstry, of the Watertown *Times*.

Interior of N. E. A. Convention Hall, Guthrie, showing cards arranged for each association represented.

Secretary and Treasurer—A. O. Bunnell, of the Dansville *Advertiser*.

Executive Committee—Horace J. Knapp, of the Auburn *Advertiser;* J. L. McArthur, of the Granville *Sentinel;* L. William Hones, of the Roscoe *Review;* Will O. Greene, of the Fairport *Mail;* Robert L. Forbes, of the New Rochelle *Paragraph*.

The Tennessee Woman's Press and Author's Club in session recently at Monteagle, Tenn., elected the following officers: President, Mrs. Oscar T. Peoples, Chattanooga; secretary, Mrs. C. M. Grieve, Chattanooga; treasurer, Miss Flora Clash Huntingdon, Memphis; chairman of constitutional committee, Mrs. Louie Dayton Phillips, Watertown; chairman of legislative committee, Mrs. W. B. Romine, of Pulaski. Mrs. S. R. Martin, Memphis; Mrs. J. F. Miller, Adams; Miss Seela Armstrong, Chattanooga; Mrs. F. M. Frest, Nashville, and Mrs. Leonora Dimison, of Jackson, were elected new members.

The following officers were elected at the annual convention of the Missouri Press Association held last week in St. Joseph: President, William N. Southern, Jr., Jackson *Examiner* at Independence; vice-presidents, Philip Gansz, Macon *Republican;* John P. Campbell, Doniphan *Prospect-News;* E. K. Lyles, Houston *Herald;* recording secretary, J. V. Bumbarger, Memphis *Democrat;* corresponding secretary, R. M. White, Mexico *Ledger;* treasurer, Howard A. Gans, Missouri *School Journal*, Jefferson City.

Michigan editors have been noted for years for the splendid excursions enjoyed by the members of the State Press Association. They have in a high degree what has aptly been called the modern habit and spirit of "travelism," which, with the aid of newspapers, exert a powerful influence in broadening men's minds in removing provincialism and prejudice, giving new vitality to tired brains and bodies and awakening to more active mentality and sympathy and a broader understanding. This year the trip lay through Canada and New England. In its full and instructive account the Michigan *Bulletin* gives the following general outline of the trip:

At 7:30 on Saturday morning, June 17, the excursion party, 160 in number, boarded a special train of the Grand Trunk Railway for a record trip to Toronto. The route from Detroit lay by rail to Toronto, thence by steamship lengthwise of Lake Ontario; a day through the Thousand Islands and down the beautiful St. Lawrence river, with a day delightfully spent in the quaint old city of Montreal, in which everything is more thoroughly French than English, a city of monasteries and cathedrals, of towers and battlements and stupendous works of masonry; from Montreal by rail across Vermont and New Hampshire, through the White Mountains and on to Portland, Me.; then northeast across the state of Maine to St. John, N. B., on the Bay of Fundy, where the tide rises 27 feet; a trip up and back on the St. John river, one of the most beautiful scenic rivers in America; by rail across the province of Nova Scotia, by ferry over the Straits of Canso and a steamer ride across the beautiful Bras d'Or lakes and on the edge of the Atlantic ocean to Sidney, Cape Breton Island; a visit to Glace Bay, 14 miles north of Sidney, the most easterly point of land on the North American continent and the place at which is located the Marconi wireless telegraph station; thence down the western coast of Nova Scotia to Halifax, the garrison town, one of the strongest fortified cities in the world, and where the British soldiery represent a large and important portion of the city's population, thence through the land made famous by Longfellow's beautiful story of Evangeline; a day at the charming summer resort of Digby, where deep sea fishing was one of the pleasures planned; on to Yarmouth and a 17-hour voyage across the Bay of Fundy and the Atlantic to Boston, followed by two days of sight seeing, including a visit to Harvard College at Cambridge, an automobile ride over the identical road traveled by Paul Revere when he gave the midnight alarm of the approach of the British preceding the battle of Lexington and Concord, including a visit to those famous battlefields of the war of the Revolution, concluding with a day or two of sight seeing in New York City and a return home via the scenic route of the West Shore railroad, which for more than 50 miles skirts the majestic waters of the Hudson river—the Rhine of America.

ANNUAL MEETING.

AUGUST 16, 1905.

NATIONAL PRINTER-JOURNALIST, 1319 West Ravenswood Park, Chicago.

GENTLEMEN—We would be glad to have you with us at the convention of the Niagara District Printers and Publishers.

Yours most respectfully,

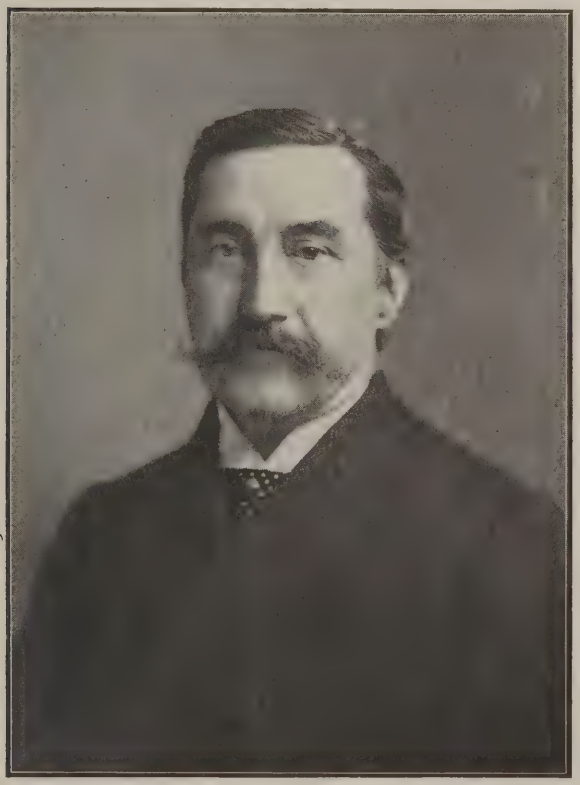
W. J. KEYES, Secretary.

The Niagara District Printers have a working price list for printing and believe the spread of its adoption by printers throughout the province would be of lasting financial benefit to all concerned, and invite you to attend a meeting to be held in St. Catherines on September 28 and 29 next.

That this meeting may be more interesting than its predecessors, we have prevailed upon Messrs. Harry Woodworth, Atwell Fleming, Frederic Flagler Helmer, Clyde Oswald and Isaac H. Blanchard to give practical lectures on questions of vital importance in the management of a printing business.

In order that all may attend and have a thoroughly enjoyable as well as instructive outing, we have arranged matters so that five dollars will cover the cost of the entire two days' outing (railway fare to St. Catherines excepted).

No employing printer in Ontario can afford to miss this opportunity to establish fixed prices for work and hear the lectures, especially those of Messrs. Helmer and Blanchard.



ADDISON B. BURK,

Ex-President Pennsylvania Editorial Association, who is writing up the Western Trip of the Editors for the N. P-J.

Kindly signify your intention of being present by filling in the enclosed blank and forwarding by return mail so that accommodation may be provided.

W. J. KEYES, Sec. Committee.

A few copies of the twelve-page price list of printing and binding used by the St. Catherines printers are in the hands of the writer. This is the most complete and practical list ever issued.

The following is the program of the convention:

THURSDAY, SEPT. 28.

Morning, at Nine.

Business Meeting—Niagara District Employing Printers.

Reception and luncheon at "The Welland."

Afternoon, at Two.

President's Address—Mr. W. B. Burgoyne, Editor *Standard*, St. Catherines.

The Benefits of Organization—Mr. Atwell Fleming, of the Atwell Fleming Printing Company, Toronto.

Newspaper Advertising—Mr. W. J. Taylor, manager *Sentinel Review*, Woodstock.

Organizing—The Employing Printers of Ontario.

Dinner at "The Welland."

Evening, at Eight.

Composition; A Possible Science, *Illustrated*—Mr. Frederic Flagler Helmer, designer, Lockport, N. Y.

(Employees are invited to attend this lecture.)

FRIDAY, SEPT. 29.

Morning, at Nine.

Trip to the Paper Mills—Montrose, writing and book papers; Riordon, pulp and print mills; Lincoln, manilla and wrapping mills; Kinleith, writing and book mills.

Luncheon.

Group of members of the National Editorial Association in front of the Masonic Temple, Guthrie, O. T.

Afternoon, at Two.

Pulp and Paper—Mr. Carl Riordon, manager Riordon Paper Mills.

Printing Office Management—Mr. John Clyde Oswald, Editor *American Printer*, New York.

How to Increase Business—Mr. Harry Woodworth, Editor Department of Criticism NATIONAL PRINTER JOURNALIST.

Dinner.

Evening, at Eight.

"Prices for Printing," *Illustrated*—Isaac H. Blanchard, New York City.

"God Save the King."

WAYZEGOOSE.

THE EDITOR acknowledges with thanks a handsomely engraved invitation from The Smith-Brooks Printing Company, of Denver, to join them and their employes on their "Seventh Annual Wayzegoose" at Dome Rock, in Platte Canon. The NATIONAL PRINTER JOURNALIST has had occasion heretofore to speak of the wayzegoose and its meaning. The Smith-Brooks Press make it an occasion of enjoyment that must tend to good feeling among all connected with the establishment, promoting kindly sentiments and friendship and contributing to the promotion of the *esprit de corps* that is as important in a printing office as in any army. A most artistically gotten up booklet, on heavy enameled stock and bound in stiff covers, gives the enticing program and the following instructive forewords:

TO-DAY.

Let's live to-day, look on to-day, and to-day only, that we may not overlook that which we are seeking—Happiness.

Real happiness consists in enjoying and appreciating the things we have. Take time to live, live one day at a time; live right, think right, work right, and happiness is yours.

It is contrary to the laws of Nature to disregard the beautiful work of the Creator—the Great Outdoors—mingled with good cheer and exhilarating and innocent fun; these are inexpensive, yet vital tonics toward the attainment of happiness. We should gather a little of this elixir every day in order to double our possibilities of health, wealth and happiness. This fact is demonstrated by the radical methods employed at some modern sanitariums, where the "victims of civilization" are forced to live in the open air, even to the point of nudeness; sleeping on the ground; burying themselves in the soil for hours at a time, hoping to coax from Mother Earth that which they had daily and unconsciously neglected and cast aside.

This mingling with Nature not only furnishes the foundation for health and happiness, it also inculcates the love of the beautiful; it inspires ideals which exalt and dignify both labor and leisure; broadens the mind and shoulders, and consequently lightens our burdens.

Therefore, it is our sincere hope that all will enjoy the day, to prove that the marvels of Heaven and Earth have been acknowledged and appreciated, and the flowers have not bloomed in vain.

This preface is followed by a concert program that includes orchestral pieces, songs, mandolin and guitar selections, monologue and funny sayings, pantomime and chalk talk. There were impromptu dances throughout the day, and when we recall the dancing of some of the mountaineer girls at a reception given to the editors in 1887 we can imagine the joys of this part of the program. The sports next enumerated include all kinds of foot races and a baseball game, without which, of course, no day's outing by a party of Americans would be complete. The rich pages, every one of which is a picture and a joy, close with the following character thoughts:

CHARACTER.

One of the greatest motive powers of the world is character; there is no asset or legacy as precious; it is the noblest of possessions, and those who attain it through the sacrifices of many momentary pleasures will find that they eventually inspire the confidence and command the respect which they really deserve.

How many of us are there who give any attention whatever to the cultivation and improvement of our character? This inestimable treasure is within the reach of all.

By a careful self-diagnosis we can see the defective spots in our natures, and by daily observing these weaknesses we can master and eliminate them through patience and self-control. From the daily incidents of life we learn our lessons; in fact, life is the only school where character can be cultivated. Some days we add a new fiber to our thread of efforts; now and then we make a mistake by speaking the harsh and hasty word, or, we may yield to the tempter, but, if we are watchful, sincere and determined in our purposes the mistake should always serve as a lesson and warning in the future. Each time the angry word is withheld or the appeal of Satan unheeded it means a step upward into a brighter and happier atmosphere.

Like Michael Angelo, who could make a thing of beauty from formless clay, we can change a vice into a virtue; like the artist, who carefully and patiently mixes his colors, and reproduces a life-like portrait, we can create a noble character by providently blending patience, duty and self-control; like the scientist, Luther Burbank, who exclaimed: "Why, oh, why are the human weeds not cared for so that the flowers in them will come out?" This man, by scientific research, studying the nature of each individual plant, weeding out the worthless and energy-sapping elements, and directing the useful ones along their proper course, can grow rare and fragrant flowers on the rankest weeds. Why can not the mental and spiritual man create a character that will be like a rose in the weeds of humanity?

Self-control is the first and most important step toward the formation of character. Without it man is like the Fuchsia vine planted in the center of a garden, deprived of trellis or wall, nothing to grasp within its outstretching tendrils to help it grow upright and upward and display its usefulness and beauty, it loses its dignity, and crawls along the ground and "just grows." Self-control is the regulating valve of passions, quick temper and irritability; it thwarts their maturity and eventually turns this misdirected energy into channels of firmness, resolution and fortitude.

Patience goes hand in hand with self-control. There may be many failures and other obstacles in the path of this much-coveted goal, but the road is smooth and straight for those who have practiced or who are gifted with patience.

Cheerfulness is a habit and can be cultivated and acquired. Every little act or duty should be performed in a spirit of cheerfulness; a task seems a pleasure when done under its influence; it leads to happiness and happy thoughts, and these are the roses scattered along the walks of life. The time for planting such seed in the garden of thought is Now; the blooming season is perpetual, and the crop is exuberant.

Work means character-building. There is nothing we can get from books or bottles that will make perspiration come to the brow. Work aids digestion and causes deep breathing; deep breathing builds up the lungs; large lungs force out the chest and shoulders; all this leads to health, another essential to character.

Kindness is elevating, and is a virtue that appeals to the heart. To speak the kind word or lend a helping hand whenever an opportunity presents itself, however small the act, in word or deed, it sounds a chord whose vibrations are reverberated by all within its influence.

Do not neglect your duty, and above all, the duty you owe yourself, that by systematic discipline and drill you can construct an armor that is impregnable to all impulses—passions, ignobility and immorality. Be you never so poor, do not despair; there are many men who are considered great in the world's estimation who have no other asset but their character. And as yet no trust has succeeded in monopolizing any one of the raw ingredients used in the manufacture of this valuable article called Character.

Try these:

Self-Control, Patience, Kindness and Duty.

ADDITIONAL EDITORIAL NOTES.

Holding your mouth open under a tree loaded with luscious, ripe pears, will never fill your mouth with the fruit. You must shake or club the tree.

Do not wait for some one to club the tree for you. Every one has his own tree to club.

If you have two presses, one busy and the other idle, and you are barely making a living, that idle press holds the ripe fruit of profit and gain. Plan to set the idle press to running. There is scarcely any end to the demand for bright, attractive printed matter or for winning advertising novelties. If you have only half the advertising that your paper should carry, club vigorously the trees of business enterprise in and out of your community and fill up that unused half of legitimate advertising space.

This world is filled with people who are holding their mouths open to receive the fruits that are above or about them and they mistake their readiness for enterprise or as doing their best and then growl of ill luck and of not being appreciated or of not having any chance or opportunity. They are always complaining because some one else does not club the tree for them. They feel that they are better prepared and more worthy of the fruits than hundreds of others who have secured all that heart could wish, yet they are still hungry and forgotten. These should find clubs to knock down the fruit and use these clubs vigorously. Honest, persistent, intelligent advertising is one of the effective clubs by which the fruits of business are made to fall into your basket and another is direct solicitation by letter and by personal appeal. It is pretty generally conceded that one who skillfully and industriously seeks business is worthy of it and will energetically attend to it when once won.

* * *

The U. S. Department of Commerce and Labor solicits the co-operation of manufacturers and other persons interested in an effort to extend the foreign business of the United States. In furtherance of this work it is proposed to establish a comprehensive card index which will enable the department, upon application, to furnish information desired by manufacturers or by intending purchasers, and it is contemplated to extend the system if the necessary authority shall be granted by Congress to our principal consulates.

To this end John M. Carson, chief of the Bureau of Manufactures, Washington, D. C., asks for names and addresses of firms and companies, location of branch establishments, description of products, capital and capacity of output per day, month or year.

* * *

The *News-Tribune* of Austin, Texas, has incorporated under the name of the News-Tribune Publishing Company, with a capital stock of $10,000. On the first of September the company moves into a new building, equipped with an entirely new outfit consisting of two linotype machines, an ample supply of type, a splendid press and all other necessary equipment and materials. The officers of the new company, on completion of the organization, rightly informed the public through the columns of the *News-Tribune* "that they will put forth every effort to give the people of Austin and Travis county the best and most reliable newspaper ever published. The editorial policy will be, as heretofore, fearless, honest and independent.

"This paper aims not only to be the best news medium in Austin, but the most profitable advertising agent. With a circulation already larger than that of any other local paper and a systematized plan for further increasing it, the management assures the business men that this paper is by far the best place to get results from advertising."

These are important items for the public to know. Fearlessness, honesty and independence are the most winning qualities of a modern newspaper and the adherence thereto is the very best business policy, however difficult. To advertise in your own paper vigorously is another commendable point.

* * *

The Missouri State University stands well at the front in giving practical education, as the readers of the NATIONAL PRINTER-JOURNALIST were fully informed a few years ago through an extended illustrated article. It is now proposed to take up a course in newspaper making.

Walter Williams of Columbia, Mo., and Dr. J. C. Jones of the board will arrange a series of lectures on newspaper making which, it is hoped, will include addresses by several prominent American editors. The making of a great modern newspaper, covering all branches of the work, will also be explained in other lectures. The necessary appropriation for the school of journalism was made by the state legislature last winter.

* * *

Some Officers and Past Presidents of National Editorial Association in front of Convention Hall, Guthrie, O. T.

Every local paper should have its county so well organized, and should have all the facts with regard to everything connected therewith, its settlement, history, resources, geography, its conditions, its people and its schools, so in hand as not only to be able to give all current events, but to supplement these at once with all interesting facts, incidents, and traditions. One event may give life, by its relation to other things, to a most entertaining story that comes naturally as a part of the news. There is nothing like a system of reference, scrapbooks of past important local events, local statistics, biographies, births, deaths, marriages, removals, and the like. The memory cannot be taxed to carry these things, that may become important at any minute, and the searching through the files of a newspaper is too uncertain and too laborious. There must be system and a generous expenditure for a system will not only save much time and money but will pay a hundredfold in results.

Wants and For Sale.

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office no later than the 20th of the month preceding date of publication. Cash must accompany order.

HELP WANTED

WANTED—All round printer to act as foreman in weekly newspaper office doing good job business in city of 5,000 in Central Ohio. Must be good job compositor and able to handle cylinder and Gordon presses. A steady position and good wages to the right man. Married man preferred who is now employed in small city office on both composition and press work. Write at once, stating salary expected and when you can come. Address FOREMAN, care NATIONAL PRINTER-JOURNALIST, Chicago, Ill.

BUSINESS OPPORTUNITIES

A BARGAIN—A cash buyer with $800 can get a real bargain in the *Valley Voice* office at Muscoda, Wis. This property has been placed in my hands and must be sold. It is a well equipped country office, material nearly all new and in good condition. Just the proposition for a practical newspaper man with limited capital, who is willing to settle in a thriving town of 1,000 population. Address all inquiries to F. F. WHEELER, Atty., Muscoda, Wis.

WANTED—To buy interest in daily paper in live town of 50,000 or under; 8 years' experience on large daily in town of 150,000. I have made special study of circulation, advertising and office management; best of references, including former employer; college education; 29 years old; married. Address "THOROUGH," care of NATIONAL PRINTER-JOURNALIST.

FOR SALE—PRINTING MATERIAL

ELECTRO COPPER-FACED TYPE. Empire Type Foundry, Delevan, N. Y.

FOR SALE—Two Revolution, back delivery press made by C. Potter, Jr., & Co.; four form rollers; measurements of bed between bearers, 54x40; will take form 38x52; rack and screw vibrator; table distribution; three tracks; overhead steam fixtures; eight roller stocks and four angle rollers; in good condition; a bargain, if taken by October 1st. Address "R. P.," care of NATIONAL PRINTER-JOURNALIST.

PRINTING PRESSES FOR SALE—Second-hand, 43x56 Cottrell Two Revolution, 44x60 Potter Two Revolution, 43x56 Campbell Two Revolution, and several Drum Cylinder and Pony Presses at very low prices. Address "CHASE," 1417 Commonwealth Bldg., Philadelphia, Pa.

MISCELLANEOUS

A MONEY-MAKING SYSTEM FOR THE EMPLOYING PRINTER. A handy little volume describing a simple, economical, yet practical and comprehensive system for ascertaining the cost of printing. This system has been tried and is adaptable to large and small printing and manufacturing plants alike. Illustrates full blanks for all departments along with bookkeeping system for business office; 125 pages, 4½x7 inches, cloth, $1.00. NATIONAL PRINTER-JOURNALIST, Station X, Chicago, Ill.

THE VAN BIBBER ROLLER CO., Sixth and Vine Sts., Cincinnati, will give you *the best rollers* that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in presswork than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

ANYBODY CAN MAKE CUTS with my simple transferring and etching process. Nice cuts, from prints, drawings or photos, are easily and quickly made by the unskilled on common sheet zinc. Price of process, $1. All material costs at any drug store about 75 cents. Circulars and specimens for stamp. THOS. DAY, Box P, Windfall, Ind. My Simplex Mailer only $2.50, send for circular.

A COLD SIMPLEX STEREOTYPING OUTFIT, $17.00 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

MISCELLANEOUS—Continued

EDITORIAL for any publication. Exclusive. Luxury for busy publishers. Price you can afford. Full information cheerfully given. "X," NATIONAL PRINTER-JOURNALIST.

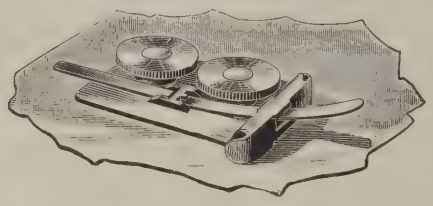
SOUTHWESTERN DAILY

With established business of $16000.00 yearly on good paying basis, located in fast growing city of 20000, if sold within short time is available at $8000.00. But one competitor. An excellent opportunity. Proposition #98.

C. M. PALMER
NEWSPAPER BROKER
277 BROADWAY, NEW YORK
115 DEARBORN ST., CHICAGO

Save stoppage on your job presses by using the

DOUBLE-GRIP GAUGE



The strongest fixed gauge ever invented and the thing for 10-ply cards and other heavy stock. No glue. Adjustable.

Do your sheets stick to the form? Try Megill's Improved Gripper Fingers. Do you find it impossible to get perfect register at high speed? Write about Megill's Automatic Register Gauge.

E. L. MEGILL, Mfr., 60 Duane St., NEW YORK

"PERFECTION" WIRE STITCHING MACHINES

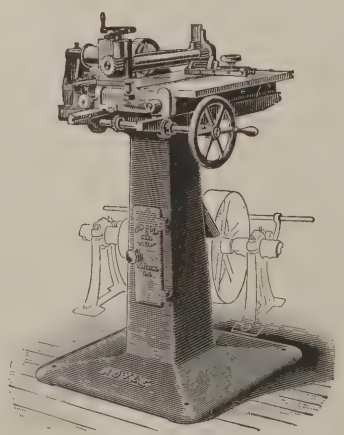
ARE UNIFORMLY SATISFACTORY

MANUFACTURED BY

THE J. L. MORRISON CO.,

143 WORTH ST., NEW YORK

Toronto, Canada London, England Leipzig, Germany



Success in Photo-Engraving

From the artistic as well as remunerative viewpoint, is assured by the use of Royle Bevelers. An investment in a Royle machine always pays.

JOHN ROYLE & SONS
Paterson, New Jersey
U. S. A.

DO WE SELL KEYSTONE TYPE?

Well we should say we did

More Keystone is used by Up-to-Date Advertisers than any other make. It always fits the spot. New Faces are coming out all the time and they are making the other people sit up and take notice.

Prompt Service is given by their Western Agents

CHAMPLIN & SMITH

121 PLYMOUTH COURT, CHICAGO, ILL.

Printer's Account Book

A TIME AND MONEY SAVER

200-page book, 1,000 jobs, $3.50; 400-page book, 2,000 jobs, $5
The book measures 11¾ by 15¾ inches

NATIONAL PRINTER-JOURNALIST : CHICAGO, ILL.

KNIFE-GRINDERS

FOUR STYLES MADE IN SIXTEEN SIZES FROM 20 TO 90 INCHES LONG. WARRANTED FOR WET OR DRY GRINDING. :::: WHEN ASKING FOR QUOTATIONS SEND US LENGTH OF KNIFE (NOT WIDTH OF YOUR CUTTER) ═══ COMPLETE BINDERY OUTFITS

The BLACKHALL MANUFACTURING COMPANY ::: 17 Lock Street, Buffalo, N. Y.

Gather Knowledge from Those Who Know

Books

For Printers and Publishers

Address
National Printer-Journalist
Station X
Chicago

The First Decennium of the National Editorial Association.

A complete history of the first ten years' work of the Association. Interesting and valuable discussions and legislation regarding newspapers and printing offices. 682 pages, illustrated.

Price, expressage prepaid, - $1.25

Practical Journalism.

A complete handbook of modern newspaper methods, by Edwin L. Shuman, author of "Steps into Journalism". Literary Editor of the Chicago Record-Herald.

Illustrated, 12 mo., cloth, - $1.25
Postage additional, - - .12

The Printer's Account Book.

A time and money saver. The book measures 11¾ x 15¾ inches.

Price, 200-page book, 1000 jobs, $3.50
Price, 400-page book, 2000 jobs, 5.00

Imposition and Makeup.

A practical treatise on imposition and makeup by A. E. Davis, a well-known authority. 64 pages.

Price, - - - - - 25c.

Artistic Cover Composition.

A booklet of 144 pages. Reproductions of 115 cover designs with criticisms by judges of the Second Cover Competition.

Price, - - - - - 25c.

Own a Stereotype Outfit and Use It

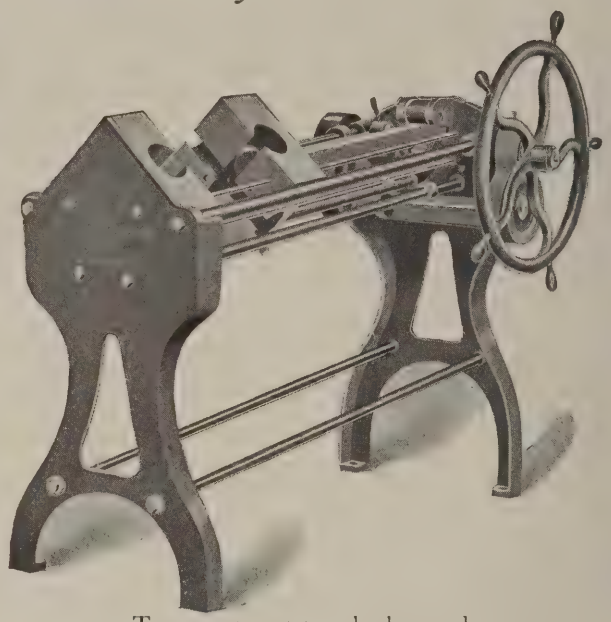
¶ We are manufacturing the only stereotype outfit that will produce first-class work, that will not injure the type, that is sold at a reasonable price. It is called "The Ideal" and is built in three sizes: 8½ x 14, 12 x 20 and 20 x 26.

¶ Tell us what size you are interested in and we will tell you how you can obtain it without any expense to yourself, in fact, it will earn you a profit from the day it is installed.

¶ You should have the outfit and our up-to-date stock and advertising cut service. Address

Bucher Engraving Co.
Syndicate Department
Columbus, Ohio

It Will Pay You



To compare our new back-geared
BUNDLING PRESS
with any other make, and, if not found superior in operation, durability, convenience and effectiveness, do not buy it. We send them on trial.

C. F. ANDERSON & CO.
394-396-398 So. Clark Street - - Chicago, Ill.

DO YOU KNOW THAT

HOUSTON, TEX.	OKLAHOMA CITY, O. T.
AUSTIN, TEX.	MUSKOGEE, I. T.
DALLAS, TEX.	WACO, TEX.
FT. WORTH, TEX.	SAN ANTONIO, TEX.
GALVESTON, TEX.	SHAWNEE, O. T.
DENISON, TEX.	SO. McALESTER, I. T.
GUTHRIE, O. T.	TULSA, I. T.

The Largest Cities in
TEXAS, OKLAHOMA AND INDIAN TERRITORY
ARE ALL LOCATED ON THE

"The MK&T Katy"

P. S.—This is a reason why you should travel and ship your freight via "The Katy"

¶ It is the printer who often spends a day cleaning his press with sand paper and benzine with whom we want to talk about SOLVINE. We carry two grades,

SOLVINE AND SOLVINE "H"

The latter works the more rapidly of the two, but must not be used upon **composition rollers,** for which the former, our regular Solvine is prepared.
¶ These are not cleaners that supplant benzine, but mediums that cut the dried up ink and bring it to such a condition that it can be easily washed away with the regular cleaners used in pressrooms, and they accomplish it without injury to rollers or forms.

MANUFACTURED BY
CHAS. HELLMUTH
MFG. AGENT FOR **KAST & EHINGER**
Offices and Factories

NEW YORK	CHICAGO
46-48 E. HOUSTON ST.	355-357-359 SO. CLARK ST.

ST. LOUIS PHOTO ENGRAVING CO.
DESIGNERS AND PROCESS ENGRAVERS
HALF TONE AND ZINC ETCHING
N.E. COR. 4TH & PINE STS.
SEND FOR SAMPLES.
ST. LOUIS, MO.

Berlin
Ink and Color Company

PRINTING INKS

News and Poster Inks
Cut and Special Inks

LITHO INKS

Book and Job Inks
Bronzes and Dry Powders

Eleventh and Hamilton Streets, Philadelphia

Chicago: 188 Monroe St. Detroit Indianapolis Richmond, Va.

ABC BLACK

Of late years there has been a large demand for an

All around Book and Cut **BLACK**

suitable for general book, catalogue, circular work, etc., for type, cuts and half-tones on cylinder presses; a black which is lustrous, dense and strong in color, yet free-flowing and good-working, that dries readily when printed but not on the press, and is withal moderate in price.

WE HAVE JUST SUCH A BLACK

We have sold tons and tons of it, with such great satisfaction to all purchasers that we have decided, in order to introduce it generally and rapidly to 100,000 pounds of it, and offer it while this supply lasts, at the following prices. It is our

ABC BLACK

ABC Black in barrels containing about - - 500 lbs. each 18 cents per lb.
ABC Black in half barrels containing about - 250 lbs. each 19 cents per lb.
ABC Black in quarter barrels containing about 125 lbs. each 20 cents per lb.
ABC Black in kits containing - - - 50 lbs. each 22 cents per lb.
ABC Black in kits containing - - - 25 lbs. each 24 cents per lb.
ABC Black in case containing 12—10 lb. cans or 120 lbs. each 22 cents per lb.

50,000 pounds of the above will be for sale at our factory, the other 50,000 pounds will be distributed from our Chicago branch.

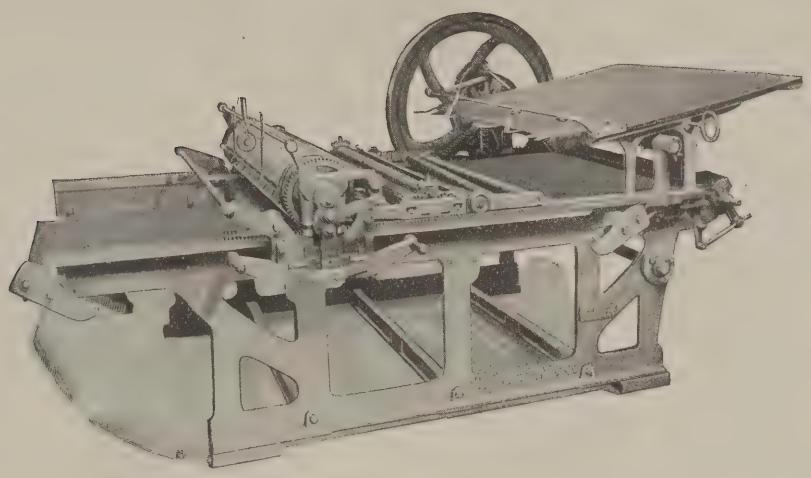
The **ABC Black** will be furnished only in the above packages. Prices f. o. b either New York or Chicago—terms 30 days net, no cash discount. We reserve the right to limit the amount sold to any one customer, and to reject future delivery orders.

USE THE ANNEXED COUPON, sending it either to our New York or Chicago address

SIGMUND ULLMAN COMPANY
146th St., and Park Ave., NEW YORK CITY
45 Plymouth Court, CHICAGO, ILL.

Sigmund Ullman Co.
Please send at once by freight _____ lbs of your
ABC Black
packed in _____ at _____ cts. per pound as advertised in The National Printer-Journalist.

Name _____
Address _____
City _____
State _____



The New Wonder Book and Job Press

The Latest and Best Out.

Rack and Screw and Table Distribution.
3 Sizes—6, 7 and 8 column folio
Big Bargains in Washington, Ideal and Cylinder Presses.

Manufactured by

W. G. Walker & Co.
Madison, Wisconsin

Second Order for Printers' Account Book

The following is the second order received from the Trade Journal Press, San Francisco, for the Printers' Account Book.

San Francisco, Aug. 5, 1905

National Printer-Journalist,
Dear Sirs:

We are in need of another Printer's Account Book and would be pleased to have you send one to us at your earliest convenience as we are very much in need of one. Enclosed please find our check for $3.50, which is the price of the 200-page book and the one we want.

We are yours respectfully,
Trade Journal Press.

THIS Book saves time and money; a system for entering jobs, keeping a record of paper stock, cost of all labor and material.

If a job is done for a customer, and he orders it duplicated in a week, a month or a year afterwards, you can instantly turn to your Account Book, which gives you every item of information in connection with doing the work in the first instance, even to a memorandum of where the material or paper was purchased, the grade, size and weight of the stock and how it cut, and shows how much money was made or lost in the first instance.

The Printers' Account Book is 11¾ x 15¾ inches. Price of 200 page book, 1000 jobs, $3.50; 2000 jobs, $5.00.

National Printer-Journalist
Station X, Chicago, Ills.

PHOTO-ENGRAVERS
SHOULD USE
★ GLOSSOID BRANDS ★
OF POLISHED ZINC AND COPPER PLATES
STAR ENGRAVERS SUPPLY CO.
81 and 83 FULTON STREET
Telephone 139 John NEW YORK CITY

C. I. JOHNSON MFG. CO.
New and Rebuilt Printers' Machinery, Type and Supplies
48-50 E. THIRD ST., ST. PAUL, MINN.
Ask to be put on our Mailing List.

Inkoleum is a pure colorless liquid and does not affect working properties of inks like paste compounds introducing foreign matter, wax, tallow, etc., which lessens strength of color. **Inkoleum** spreads pigment evenly and gives best results. Try it and note the difference.

Ink Reducer and Dryer

INKOLEUM

THE OLDEST AND STILL THE BEST
PRICE 50 CENTS. NO SAMPLES.

Use Inks of heavy body and reduce with **Inkoleum** as paper requires. Thin inks are reduced with varnish and color weakened. **Inkoleum** will start your presses cold mornings without washup. The only reducer **sold by supply houses** everywhere. That tell's the story.

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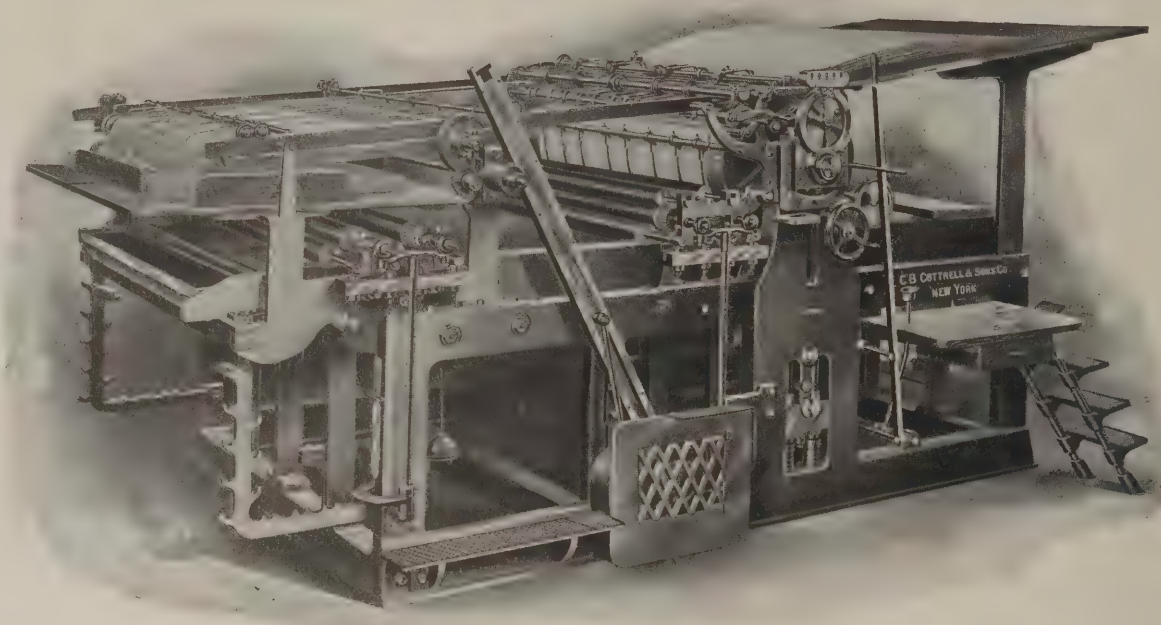


The Cottrell High Speed Two Revolution Press

Specially designed for the exacting demands of three-color printing where perfect register is absolutely necessary. New features have been added for facilitating the production of the finest work.

¶ The press is furnished with our Patent Convertible Sheet Delivery which can be set to deliver the sheets printed side up, or it can be changed to the regular fly delivery in five minutes time. The convertible delivery is operated by a variable speed crank motion which dispenses with the fly spring, thus saving the power required to compress the spring, at the same time making the motion more simple and convenient.

C. B. Cottrell & Sons Company

41 Park Row, New York **279 Dearborn St., Chicago**

PRINTERS HOLD YOUR BUSINESS

Do not lose a good home customer who wishes his catalogue to equal the Best. Don't worry about the Cover Design.

TAKE HIS ORDER

If you can print the inside we can furnish you the Cover Design and plates or the Covers printed ready for Binding - Prompt service for a practical price. Write us at once for full particulars.

DEXTER AND TUTTLE
INCORPORATED
WRITERS - DESIGNERS - PRINTERS
134 MONROE STREET
CHICAGO

The RELIANCE LEVER CUTTER

BUILT FOR QUALITY

Strictly Interchangeable. No Adjustments.

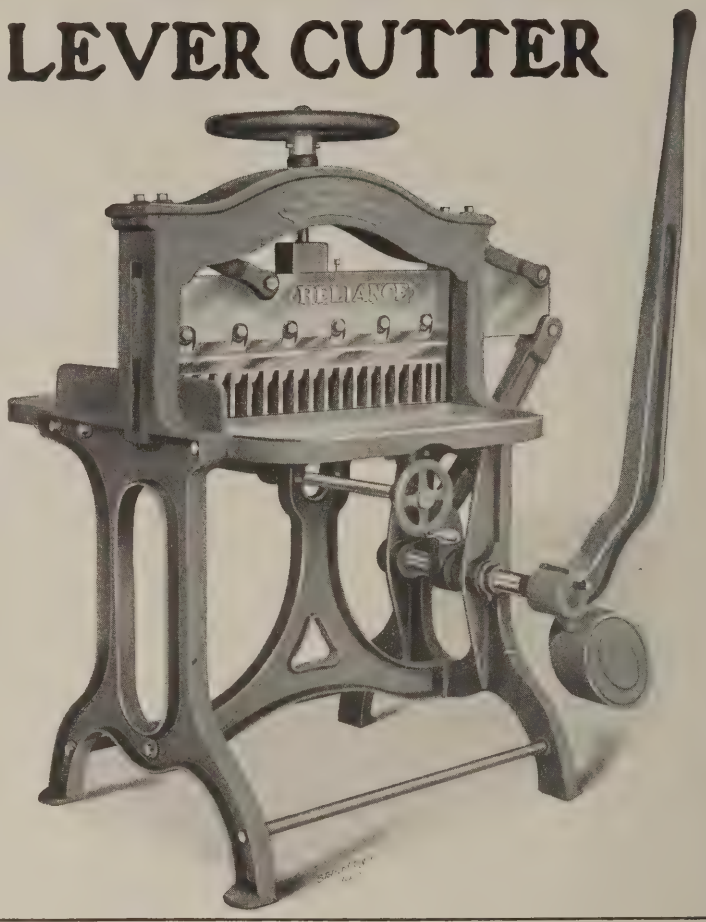
Made in Four Sizes

Below We Give a Few Points of Distinctive Construction.

THE arch is secured to the side-frame by means of dowel bolts—that is, the shoulders of the bolts are turned to fit snugly, and extend through arch part way into the side-frame, forming dowels. The ends of the arch clasp the the entire surface of the side-frame tops, further insuring rigidity.

The lever system is simple and unusually powerful. The Lever is closer to the side-frames than in other cutters and is, therefore, more rigid.

Besides the interlocking back gauge and clamp, the cutter has side gauges front and back of knife, adapted to narrow and accurate cutting.



For Sale by Type Founders and Dealers

PAUL SHNIEDEWEND & CO.

Manufacturers **CHICAGO, U. S. A.**

THE GIRL WANTS TO

tell you that pictures made on *Crown Engraving Plates* are exactly suited to newspaper illustrating. No blurred, imperfect or indistinct lines, no tedious or troublesome chemical processes, no time wasted, but the best, the quickest, the cheapest, the only thoroughly satisfactory method of making cuts.

¶ Used by the largest daily papers, used by weeklies; used in every State and Territory; used in every country on the Globe. Correspondence with artists solicited. For prices and detailed information,

ADDRESS

HOKE ENGRAVING PLATE CO.

Patentees and Sole Manufacturers

ST. LOUIS, MO.

111 Fleet St., E. C. London, England

PRINTER'S BOOK

A MINIATURE CYCLOPEDIA OF USEFUL INFORMATION

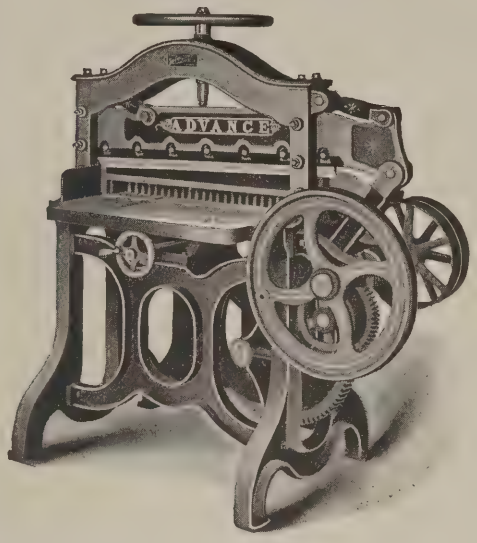
FOR Compositors and Pressmen. "Helps and Hints for Printers." Thirty-two pages, 3 x 4½ inches, just right for vest pocket. Tells how to simplify advertising and job composition. How to make ready half-tones, jobs, etc. A novel overlay process. Care of rollers, reviving old ones and doctoring sticky rollers. A dozen or more formulas for ink reducers and dryers. Reviving copying ink and tablet glue. Making gold sizing of any ink. How to kill electricity in paper. A simple stereotyping apparatus in your own office. How to make zinc plate and the whole story of embossing. Many other valuable hints. 25 cents.

PUBLISHED BY

CHAS. A. KING,

BEVERLEY, MASS.

The Patent Side Frame Protector



IS the greatest invention for the improvement of Power Paper Cutters made in years. Only found on our make of machines. This is used on the

Advance Power Paper Cutter

and absolutely keeps trimmings from wedging between the knife and side frame and thus prevents many a break. The Advance is a strong, accurate, well built cutter. All cut gears, steel clutch, clutch pinions, shafts, studs, screws and intermediate gears. Always satisfies the user.

Sold by Dealers Everywhere

Manufactured by **The CHALLENGE Machinery Co.** Grand Haven, Mich.

Salesroom and Warehouse 127-129 Market St., Chicago

HOW THE

BOSTON

DOES IT

Reproduction of Perfect Stitches made on a Boston Wire Stitcher. Note the evenness of feed and that the clinch is perfectly flat. Your stitcher will do this work—only if a Boston. Write for net prices and terms. Selling Agent,

AMERICAN TYPE FOUNDERS CO.

Set in American Type Founders Company's Meriontype, Cast American Line

H. D. Roosen Co.

263 Water Street

CITY OF NEW YORK

Borough of Brooklyn

HEADQUARTERS

FOR

THE BEST

Half-Tone, Cut and Book

INKS

THE NAME

H. D. ROOSEN COMPANY

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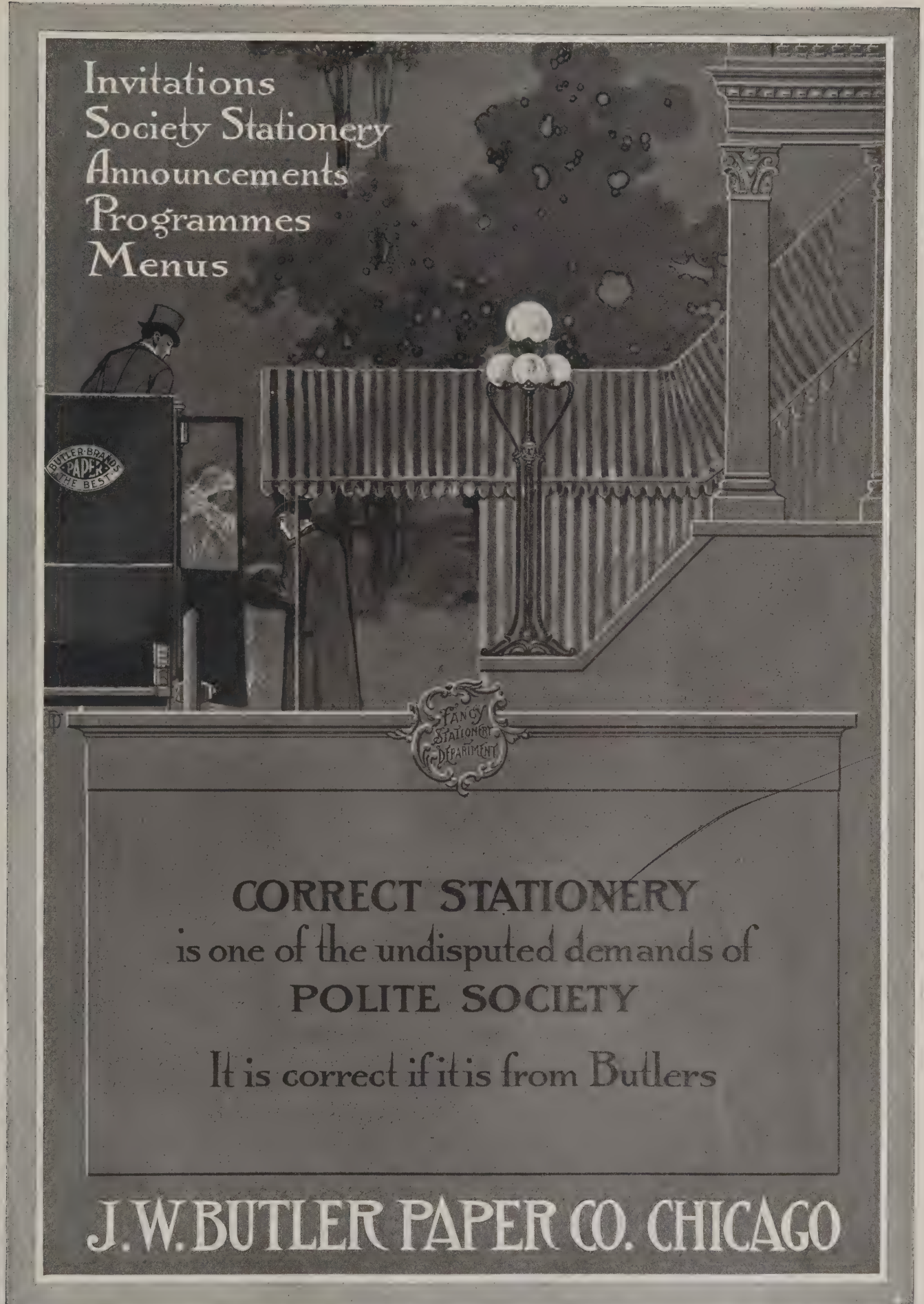
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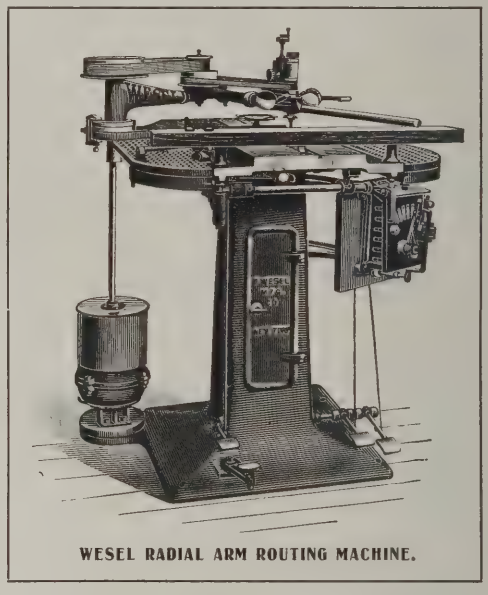

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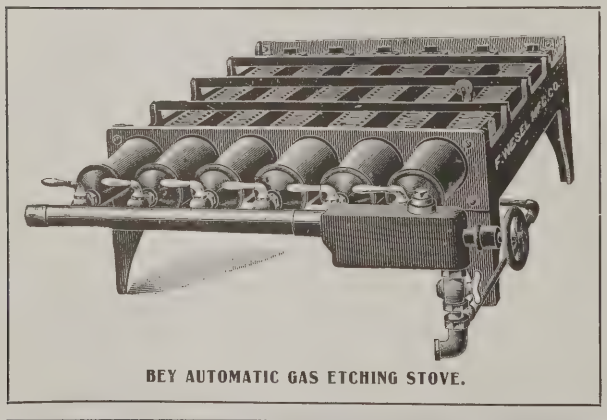

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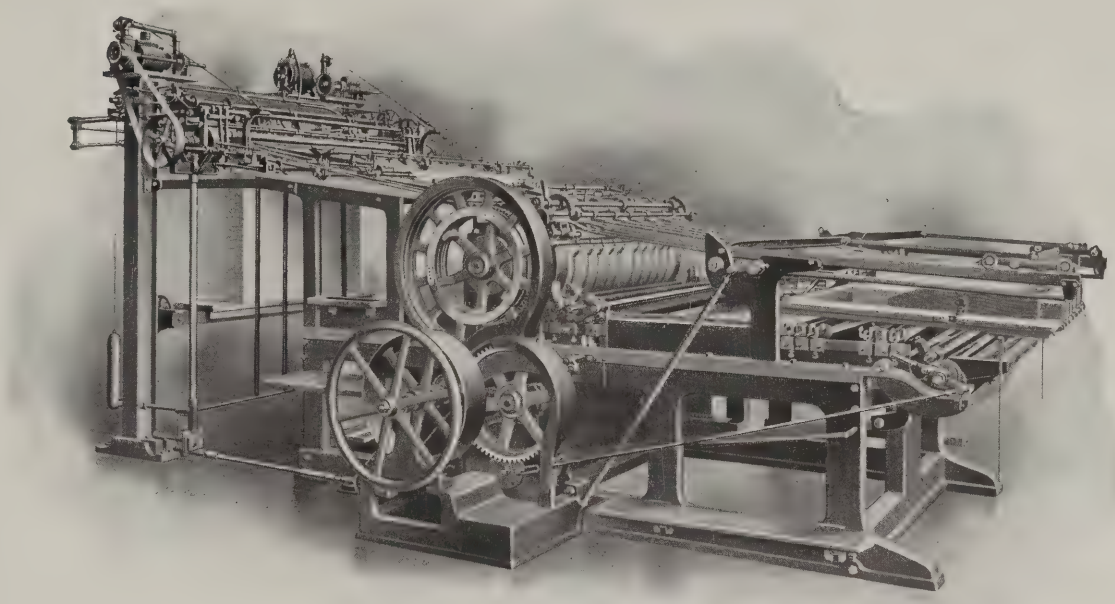

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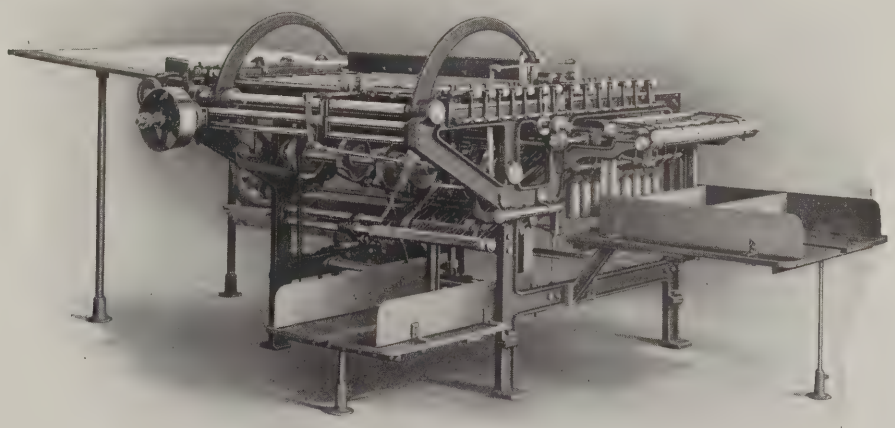

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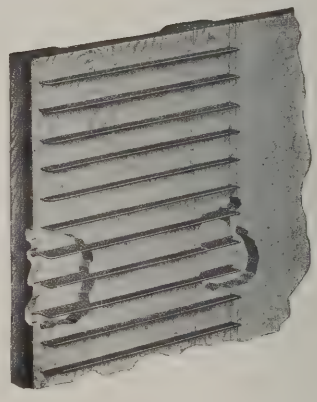

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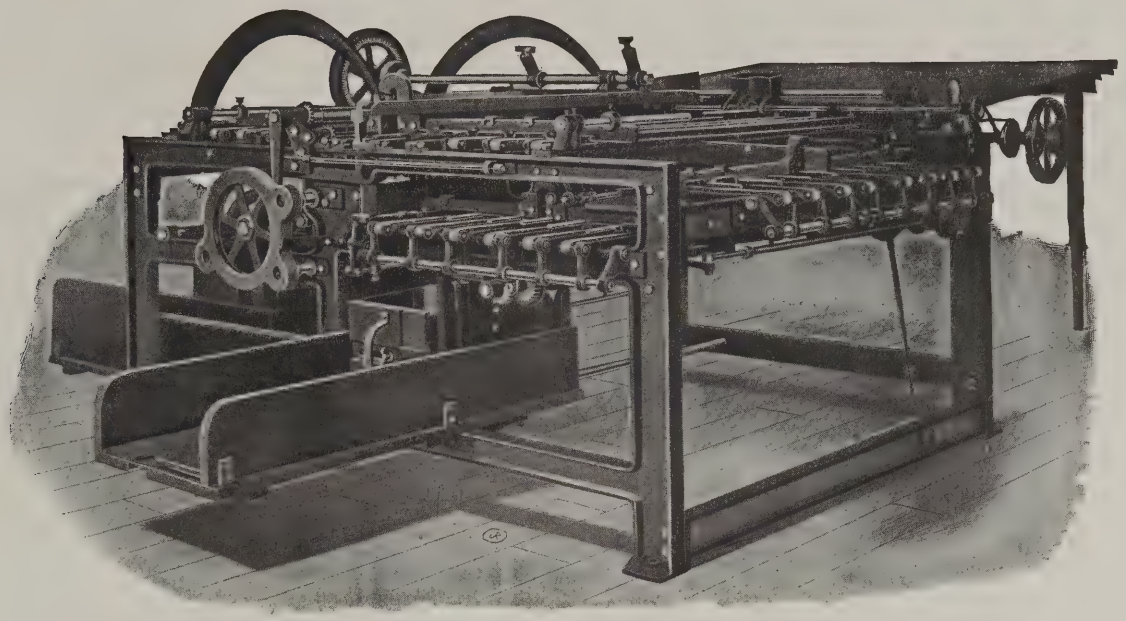

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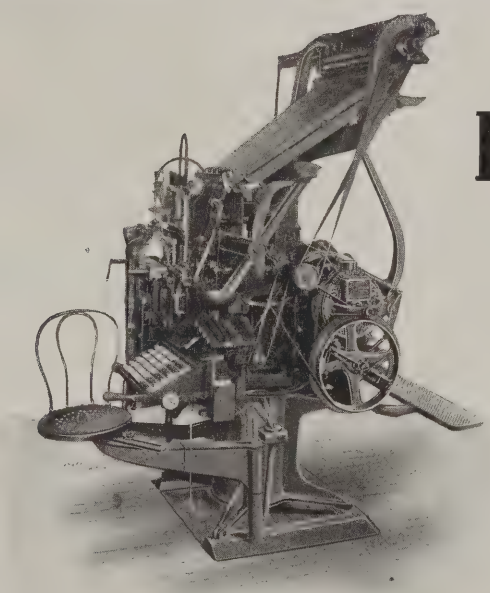

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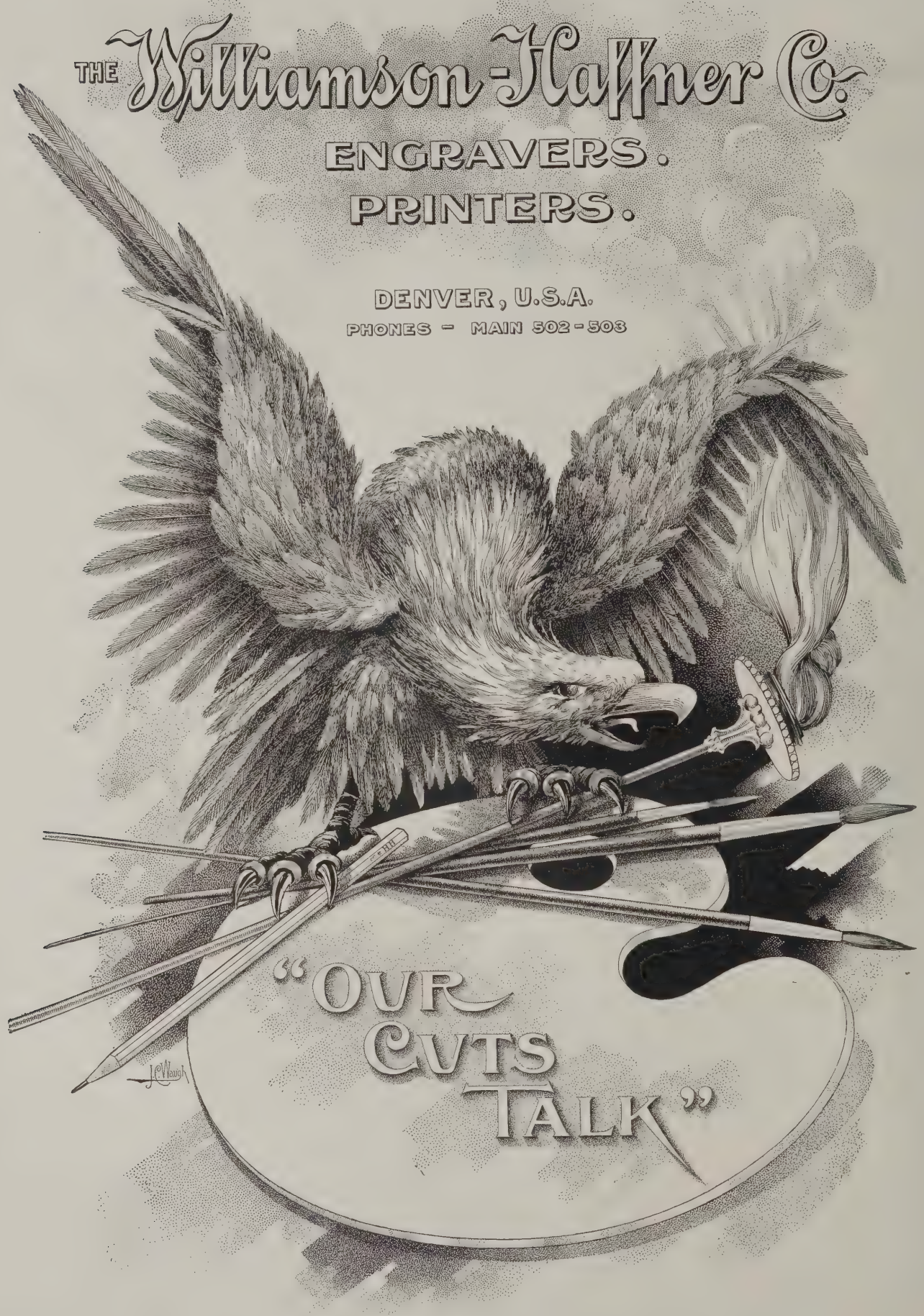
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THE MONOTYPE

MR. ROOSEVELT DECIDES THE MONOTYPE-LINOTYPE CONTROVERSY

THE President Sanctions the Act of the Public Printer in Purchasing for the Government Office 72 Additional Monotype Machines. Claims Made by the Linotype Company in Its Petition to the President, Praying that the Order Be Rescinded, Fall to the Ground, and the Order Stands. Experts Demonstrate that While the Linotype Is Essentially a Machine Useful for Newspaper and Kindred Work, THE MONOTYPE Alone Is Adapted to the All-round Needs of the General Printing Office.

AS TO THE REASONS OF THE PUBLIC PRINTER FOR EXCLUSIVELY PURCHASING MONOTYPES, THERE APPEARS IN THE OFFICIAL RECORD OF THE INQUIRY HIS LETTER OF RECENT DATE, ADDRESSED TO THE LINOTYPE COMPANY, IN WHICH HE SAYS:

> *"There have been, since the early days of autumn last year, forty-"six (46) Mergenthaler Linotype and twenty-eight (28) Lanston "Monotype machines in continuous use in this office. A record of "the output of both classes of machines has been carefully kept, and "that record shows the superiority in quality, quantity and economy "of the Lanston Monotype over the Mergenthaler Linotype "machines. Accordingly, a contract was executed, on the 19th "instant, with the officers of the Lanston Monotype Company, for "seventy-two (72) machines.*

THE BATTLE of the Composing Machines having been won by the Monotype, and its superiority for the purposes of the Government determined in the Government's Office, the following brief history of the contest will be of interest:

In the history of printing probably there is no more brilliant chapter than that which deals with the invention and introduction of the Linotype machine, and its early triumph in the newspaper field.

That the material growth which has marked the newspaper industry during the past decade in no small part is due to the genius of Mergenthaler and his associates, cannot be denied; and if the fame of his machine be permitted to rest alone upon the fact of the invaluable service which it has rendered the industry of journalism, then the place of the Linotype in history is fully assured.

This position of supremacy in the newspaper world was not achieved, however, without effort or the necessity for constant warfare. Beset by serious mechanical defects, by the opposition

of organized labor, by threatening rivals in its chosen field, the Linotype, in common with all other great innovations, had its periods of stress and strife. But eventually, because it was logically adapted to the needs of the newspaper, it won out; and within an incredibly short space of time placed almost every newspaper in the United States under the necessity of paying it tribute.

From the dream of a maker of clocks almost in a night this enterprise had sprung into a huge monopoly, operating in one of the nation's most important paths of activity.

But at this point, out of the very fullness of its success, arose its danger. So rapidly had the Linotype filled the huge demand which was found to be awaiting it in newspaper offices that the confines of its natural field soon were seen to be approaching; and those in charge of its destiny realized that unless it could be forced into new channels of trade the demand for it in large numbers shortly would cease. This compelled a sudden about-face, and, calling it a book-and-job machine, it was presented to printers of books, of catalogs, and of miscellaneous things, as being adapted to the nice requirements of their work. But to justify such a statement was a difficult matter.

During the years that the developers of the Linotype were fitting it to the rough-handed requirements of the news printer, another man, Lanston, was at work. For him the problems to be solved were not the coarser ones of the news office, but the finer, the more delicately intricate ones of the book-and-job office. How best could he bring to bear mechanism which should be accurate enough to reproduce the type of the high-class foundry, and flexible enough to cover the range of everything, from a solid, cleanly set page of individual type to a complex statistical table?

So, side by side in point of time, worked Mergenthaler and Lanston; the first aiming at the near-by and more easily to be attained mark of setting a newspaper; the latter at the more difficult one of setting everything that could be put into type.

How Mergenthaler succeeded and occupied his field is a bit of the history of the past decade; but the success of Lanston in his Monotype is so recent, and so happily does it satisfy the urgent requirements of the day, that the performances of his remarkable machine must be considered a current topic, and treated as such; as also must the phase of its progress which is marked by the warfare that has been waged against it by the Linotype interests.

When, three years ago, as a commercial machine, the Monotype was first presented to the trade, it was promptly met by the Mergenthaler Company and singled out as a dangerous competitor. For, it was seen, this new machine had expressly been built to supply the wants of the general printer, while the Linotype—in itself but a converted newspaper machine—could neither lend itself freely to the prevailing practices of general printers, nor flexibly or profitably to many varieties of their work. This fact, and the other, that the Mergenthaler Company, largely having outgrown its original field, had come to depend for its business upon the general printer, lent a desperate nature to the defense which it was compelled to make; and seemingly required of it that all means be resorted to which would tend to defeat or delay the introduction of the versatile and therefore dangerous Monotype.

The campaign of bitter invective and misrepresentation upon the part of the Mergenthaler Company which ensued is a matter of too wide knowledge to require more than a passing reference; and it should not be mentioned here but for the need of a background upon which to set off the last, the supreme, the most desperate, effort of the Mergenthaler Company to break the hold which the Monotype has obtained upon the printing trade, and to retake for itself sufficient ground to enable it to continue to claim for its machine a place in the general commercial printery.

With merely a glance at the progress of the universal adoption of the Monotype during these three years past, in which, almost as a body, and despite the most determined opposition, the more progressive commercial printers have taken up gladly and accepted the machine, we pass to the decisive test of the old by the new which the Mergenthaler Company so desperately sought to avoid—the competitive trial of the two machines under the rigid auspices of the Government.

THE MONOTYPE

During the winter of 1903–1904 the Public Printer took under consideration the installation of typesetting machinery. A committee appointed by him, having made an investigation of the commercial uses of the Linotype and the Monotype machines, recommended that both be installed—an outcome for which the Monotype Company had persistently struggled, but which had as fiercely been resisted by the makers of the Linotype.

As a result, forty-six Linotypes and twenty-eight Monotypes were ordered by the Government, and the scene of the battles of the old against the new machine was transferred from the field at large to the floors of the Government's printing establishment.

Here, now, were lined up the machines of both competitors in the place where, all knew, their decisive ratings would be determined by actual day-in-and-day-out performance. By their respective records for quality, quantity, economy, and dependability of operation, impartially kept under exacting conditions, were they to be judged.

As to the outcome of this period of trial, which extended over many months, the official statement of the Public Printer, as made to the Linotype Company on June 21, is:

"There have been, since the early days of autumn last year, forty-six (46) Mergenthaler Linotype and twenty-eight (28) Lanston Monotype machines in continuous use in this office. A record of the output of both classes of machines has been carefully kept, and that record shows the superiority in quality, quantity and economy of the Lanston Monotype over the Mergenthaler Linotype machines. Accordingly, a contract was executed, on the 19th instant, with the officers of the Lanston Monotype Company, for seventy-two (72) machines. The testimony upon which this contract was based, furnished as it was by daily observation by practical employees in this office, was of more value than any which could have been furnished from outside sources."

It now becomes apparent why the Mergenthaler Company shunned the test for which the Monotype had been waiting; and why by every means in its power, political and other, it had sought to shut out of the Government office, where all records were public, the one machine it had reason to fear.

Stung by the comparative showings of the two machines, which it had not been able to prevent, and by the resulting contract; and filled, apparently, with the hope that through its political connections, and by reason of its standing in the financial world, in the eleventh hour it would still be enabled to strike from its young competitor the award of superiority which had been fairly earned, the Mergenthaler Company took to the President of the United States heated charges against the transaction in general and the Monotype machine in particular, and asked of him that the contract summarily be revoked.

To this the President responded by ordering a reconsideration of the whole matter; and a Committee already in existence for purposes of departmental investigation was charged with the work. Before it appeared representatives of both companies and, generally, the staff of the Public Printing Office.

After three weeks of labor, during which daily sessions were held and minute consideration was given to all factors which had entered into the tests of the two machines, a report of the findings of the Committee was presented to the President, and upon its receipt Mr. Roosevelt promptly sanctioned the act of the Public Printer, and ordered the contract to stand.

In view of the definite position of superiority in which this decision has now placed the Monotype machine, little more need be said by us in its behalf; and we close with the observation of this simple truth: *The Linotype succeeded in its particular field because the slug was adapted to newspaper work; and so, by the same token, does the Monotype succeed in its especial province because the principle of the employment of individual type is the only one logically adapted to the requirements of the general printing office.*

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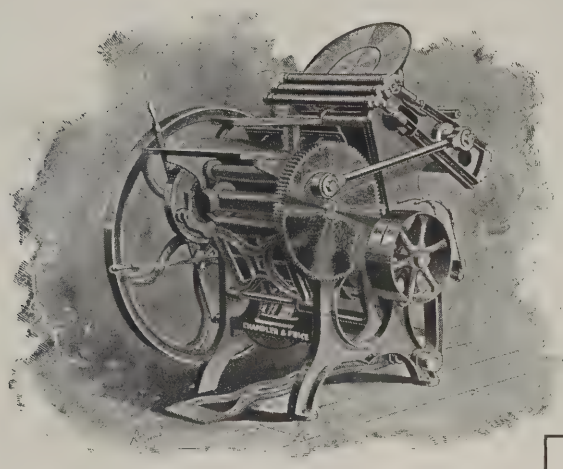

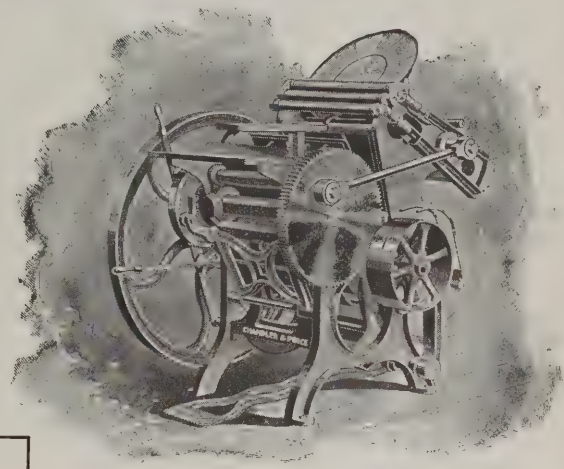

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1896—1,375 GORDONS
1897—1,086 GORDONS
1898—1,589 GORDONS
1899—1,707 GORDONS
1900—1,763 GORDONS
1901—1,634 GORDONS
1902—2,130 GORDONS
1903—2,358 GORDONS
1904—2,282 GORDONS
1905—2,393 GORDONS

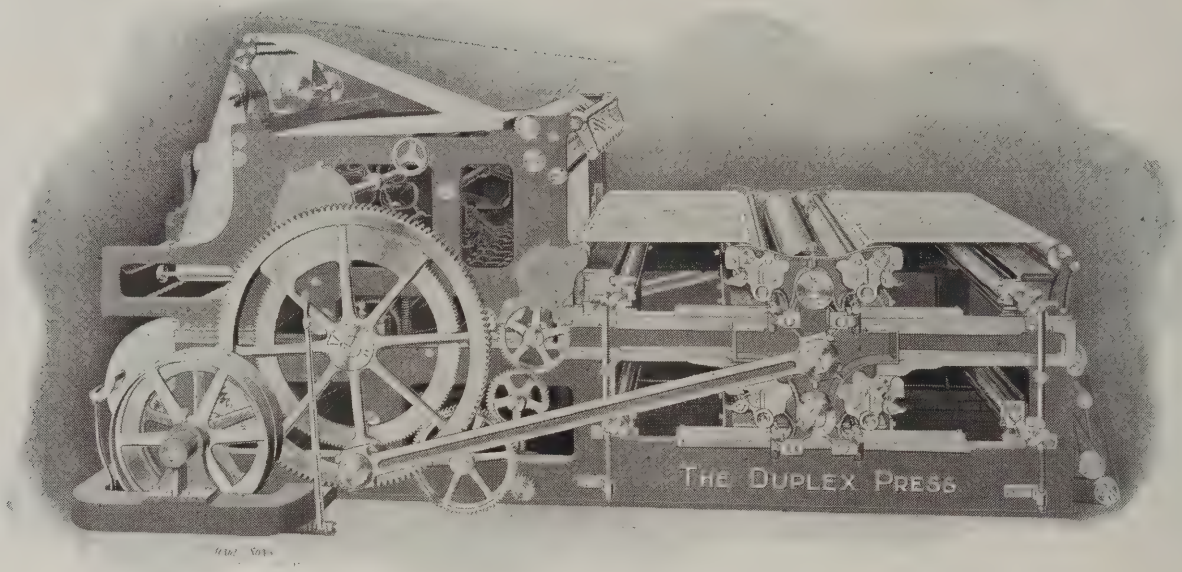
TOTAL NUMBER CHANDLER & PRICE GORDONS SOLD AND DELIVERED IN NINETEEN YEARS 23,945

THINK OF IT! 23,945 CHANDLER & PRICE GORDON PRESSES Made, Sold and Delivered in NINETEEN YEARS. Such is the result of manufacturing goods of real merit. The Chandler & Price Presses lead! Ask your dealer for them and accept no substitute.

391 Gordons Sold and Delivered in month of October, 1904

THE CHANDLER & PRICE CO., *Makers*, Cleveland, Ohio, U.S.A.

THE DUPLEX



FLAT-BED WEB-PERFECTING NEWSPAPER PRESS

Prints 5,000 to 6,000 per hour of either 4, 6, 8, 10 or 12 page papers
WITHOUT STEREOTYPING

SALES OF DUPLEX PRESSES IN MAY, JUNE AND JULY, 1905

Pasadena, Cal., "Star" 12-page, second purchase
Pasadena, Cal., "News" 12-page
Berkeley, Cal., "Gazette"
Santa Barbara, Cal., "News"
Cheyenne, Wyo., "Tribune"
Caracas, Ven'a, "El Constitucional"
Guayaquil, Ecuador, "El Nacion"
Jackson, Mich., "Patriot Press" 12-page, second purchase
Hanover, Pa., "Record"
Pottstown, Pa., "Ledger"
Leadville, Col., "Herald-Democrat" Second purchase
Springfield, Ohio, "Democrat"
Nashua, N. H., "Telegraph" 12-page, second purchase
Chicago, Ill., "Racing Form"
Sydney, N. S., "Post"
Sydney, N. S., "Record"
Tokio, Japanese Government
Fort Smith, Ark., "News-Record"
Belleville, Ill., "News-Democrat"
Santiago, Chile, "El Diario Popular"
St. Johns, N. F., "News"
Columbus, Ohio, "Columbian"
Aberdeen, S. D., "News"
New Castle, Pa., "Herald" 12-page, second purchase
La Crosse, Wis., "Tribune"
Asheville, N. C., "News"
Guthrie, Okla., "Leader"
Bayonne, N. J., "Times"
Salina, Kas., "Journal"
Coldwater, Mich, "Reporter"
Muskogee, Okla., "Democrat"
Glace Bay, N. S., "Gazette"
Lorain, Ohio, "News"

MANKATO, MINN., July 7, 1905

DUPLEX PRINTING PRESS CO., BATTLE CREEK, MICH.:

Gentlemen—We are receiving a great many inquiries from printers throughout the Northwest, asking us how we like the Duplex Press. We answer them about as follows:

We believe the Duplex to be one of the best newspaper presses on the market to-day for a paper with a circulation not exceeding 15,000 copies. Our press gives no trouble whatever, and is operated by a young man about eighteen years of age, who handles it to perfection.

When we purchased the Duplex, less than a year ago, we had a circulation of 2,200. To-day we are running 4,300. We do not give the press credit for all of this, but believe it has done its share towards the increase in our circulation. One reason for this is, we get our paper on the street and into the hands of subscribers from one-half to three-quarters of an hour before our contemporaries.

We find there is much less waste in the roll paper than in the flat, and, we can also buy it for a little less money.

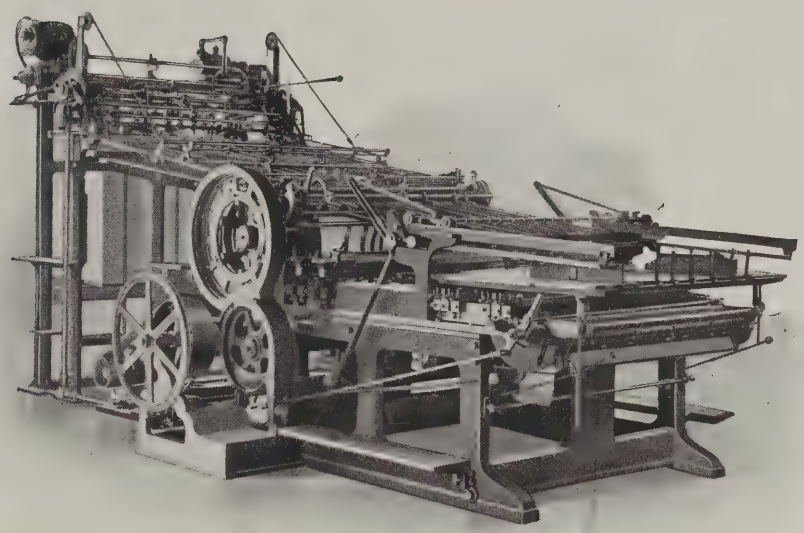
If you have any inquiries, we give you the liberty of making the above statement.

Very truly yours, FREE PRESS PRINTING CO.
F. W. HUNT, MANAGER

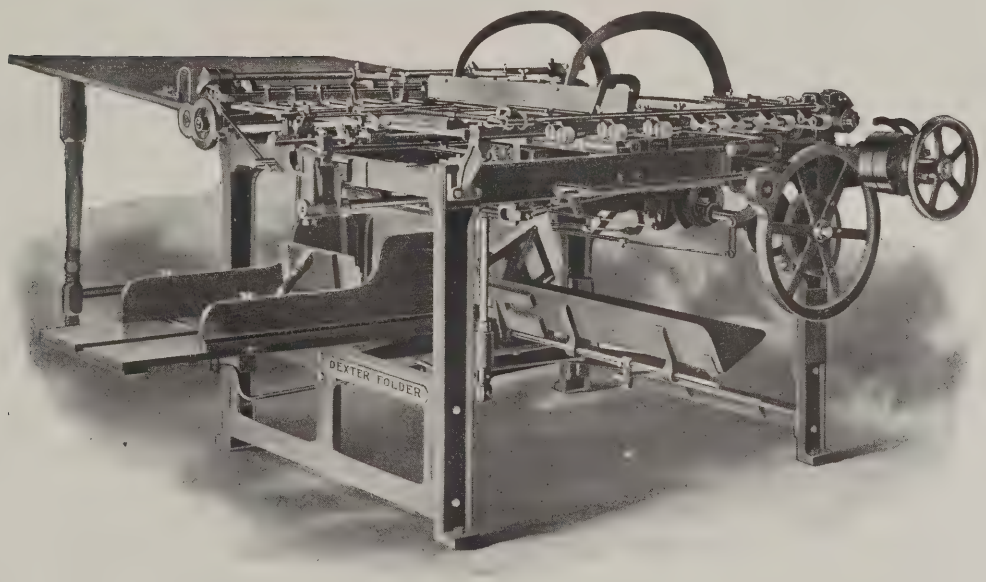
OUR CUSTOMERS WRITE OUR ADS.

DUPLEX PRINTING PRESS CO. BATTLE CREEK, MICH., U. S. A.

Dexter Folders and Feeders



The Dexter Automatic Press Printing Feeding Machine.



The Dexter Large Size Jobbing Marginal Book Folding Machine.
When desired can be equipped with Automatic Pointing
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Capable of folding largest variety of work.

Sole Agents:

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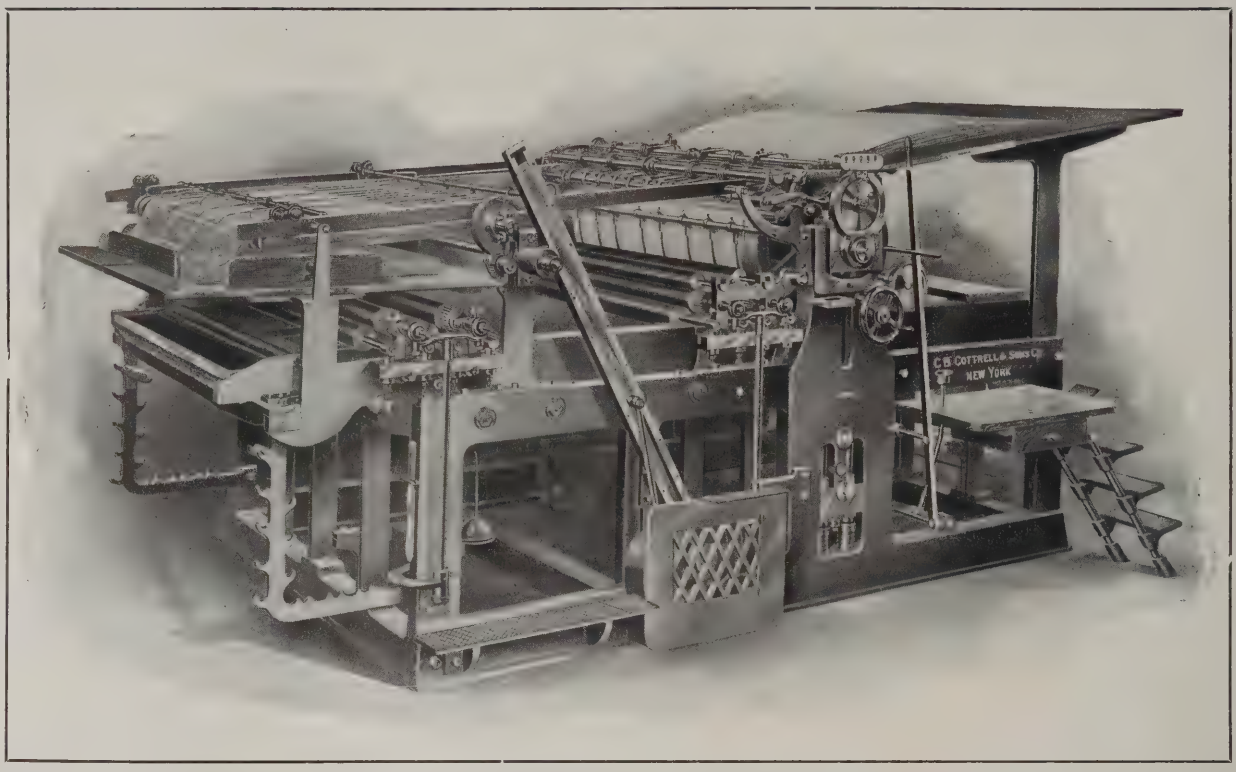
DEXTER FOLDER CO.

Main Office and Factory: Pearl River, New York

New York	*Chicago*	*Boston*
290 Broadway	315 Dearborn Street	178 Devonshire St.

Write for Catalogues and Full Information



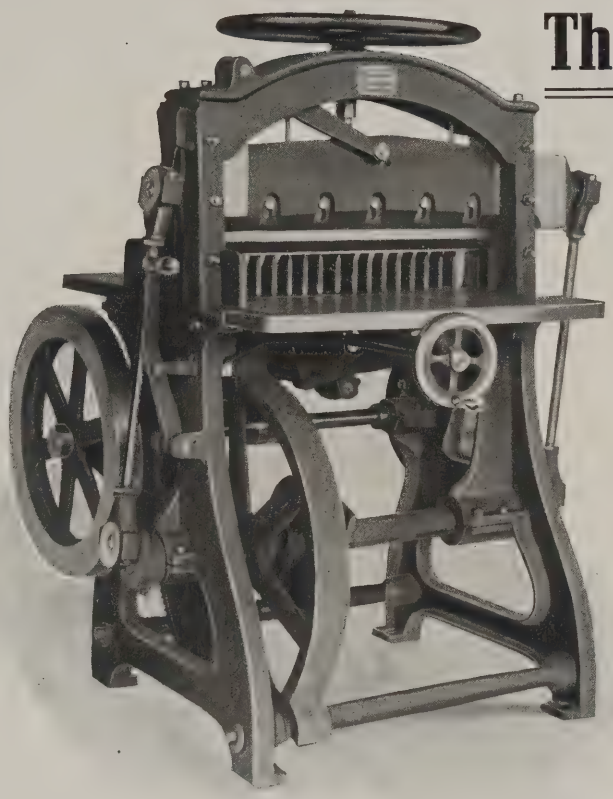
The Cottrell High Speed Two Revolution Press

Specially designed for the exacting demands of three-color printing where perfect register is absolutely necessary. New features have been added for facilitating the production of the finest work.

¶ The press is furnished with our Patent Convertible Sheet Delivery which can be set to deliver the sheets printed side up, or it can be changed to the regular fly delivery in five minutes time. The convertible delivery is operated by a variable speed crank motion which dispenses with the fly spring, thus saving the power required to compress the spring, at the same time making the motion more simple and convenient.

C. B. Cottrell & Sons Company

41 Park Row, New York **279 Dearborn St., Chicago**



The Improved Keystone

30-in. Screw Clamp Cutter

Is the Ideal Cutter for Printers.

Fifty years of experience in cutter building and the actual requirements of the average printer are combined in this machine.

This model takes the minimum of floor-space and possesses the speed, accuracy and efficiency of the highest priced cutters; but it costs less than you think.

Let us send you descriptive circular and quote price.

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PHOTO ENGRAVERS' PROOF PRESS

HOLDS THE FIELD FOR FINE PROVING

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Platen	14x18 "	Platen	23x32 "
No. 1-A—Bed	19x24 "	Mammoth—Bed	28x38 "
Platen	16x21 "	Platen	24x34 "
No. 2-B—Bed	25x31 "	Mastodon—Bed	28x41 "
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AND BY

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NEW YORK BOSTON CHICAGO

Sole Agents for the United States and Canada for the Lion, Mammoth and Mastodon Sizes.

Also manufacturers of 20th Century Reliance Rotary Planers, double spindle bearing Routers and Safety Trimmers

Printers using *Queen City Inks* have an advantage over their competitors who don't and---

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A Company organized to manufacture and sell machines and appliances for reducing the cost of production of printing.

AUTOMATIC TYPE MACHINE.

Leased to printers (30 years, $2000), for making their own type from 6 to 36 point bodies; matrices ready for sale or rent for nearly all the standard and popular type faces and borders. The cost of type is about 6c. per lb., plus metal.

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The lowest priced feeding machines; effective on long and short runs of all sizes and kinds of paper.

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A machine for washing rollers for cylinder presses. A great economizer in offices running five presses or over.

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Used by the leading steel die printers. Price reduced.

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The only machine that punches and eyelets at one feed. Price reduced.

SPARKS ROUND-HOLE MACHINE.

A small machine, using ⅛h.p., that does the work of five $200 punching machines, and better work.

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Cuts slots in loose leaf paper, and card work of all kinds.

SPARKS CRIMPING MACHINE.

Crimps the binding edge of loose leaf papers, completing the operation without pressing.

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Puts a deckle edge on any kind or size of paper, after the printing. Cost of deckle edging is nominal.

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Holds all sizes and shapes of electrotypes, registering them quickly and absolutely.

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A small device ($10.00) for holding a typewriter ribbon on any job press, producing a perfect imitation of typewriter effect from type.

TYMPALYN.

A woven wire blanket filled with rubber, for use on printing press cylinders, resulting in a saving of one-third the time of make-ready.

PRINTING MATERIALS.

Everything of iron, steel, copper brass or wood, used in a printing office, at lowest prices.

EVERYTHING FOR ELECTROTYPING.

We manufacture the celebrated machinery of Geo. E. Lloyd of Chicago, and Lovejoy & Co., New York.

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In this we excel. Nearly all the machinery used by Western Newspaper Union, A. N. Kellogg Newspaper and American Press Association, was made in our Geo E. Lloyd factory in Chicago.

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Complete plants, cameras, screens, lenses, etc., and all the machinery.

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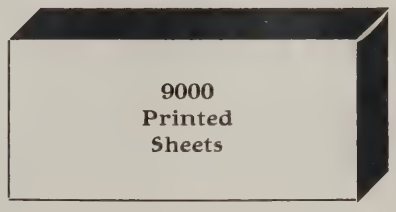
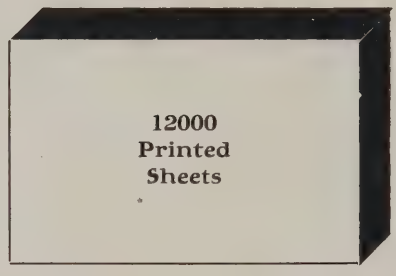
Everything for the Printer, Electrotyper, Stereotyper and Engraver.

Two Piles of Paper

Illustrating the Value of Increased Output



Pile from Press No. 1



Pile from Press No. 2

¶ These two piles of paper were printed, each upon a different make of press, in a nine hour work-day. The fixed charges for operating each press, however, were the same; that is to say, to pay the running expenses of each press per day, the same number of sheets had to be run, say 6000.

¶ Therefore the press that printed Pile No. 1 showed a net profit to the printer of 3000 sheets, while the press which printed Pile No. 2 showed a net profit of 6000 sheets.

¶ 100% increase of profit in favor of the press which printed Pile No. 2; that is to say, press No. 2 made double the money for the printer who ran it than press No. 1.

¶ NOTE THIS—We claim simply that the CENTURY will turn off a greater days work than any other press: and that it will make for you, double the money that most presses can.

¶ Remember it is the last few thousand sheets of a day's run that pay YOUR profit: the first thousands pay only your help and your expenses.

THE CAMPBELL COMPANY

HENRY A. WISE WOOD, President

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THE LINOTYPE

OOK WORK OF HIGHEST GRADE, A SPECIAL FEATURE OF THE LINOTYPE

In its ability to produce composition perfect in alignment, justification, and height, with every character clear cut and new, the Linotype equals the highest grade of hand composition.

¶ Its extensive use in the most discriminating printing and publishing offices in the country is a proof of the high character of the work.

¶ The following pages from books composed on the Linotype and printed at the De Vinne Press are from subscription and de luxe editions published by Messrs. Harper & Brothers, Chas. Scribner's Sons, The Century Co., Doubleday, Page & Co., and others.

MERGENTHALER LINOTYPE CO.

NEW YORK CHICAGO
SAN FRANCISCO NEW ORLEANS

the condition of the royal treasury. He had reformed many abuses and opened many new sources of income. He had, of course, not accomplished the whole Augean task of purification. He was a vigorous Huguenot, but no Hercules, and demigods might have shrunk appalled at the filthy mass of corruption which great European kingdoms everywhere presented to the reformer's eye. Compared to the Spanish government, that of France might almost have been considered virtuous, yet even there everything was venal.

To negotiate was to bribe right and left, and at every step. All the ministers and great functionaries received presents, as a matter of course, and it was necessary to pave the pathway even of their antechambers with gold.

The king was fully aware of the practice, but winked at it, because his servants, thus paid enormous sums by the public and by foreign governments, were less importunate for rewards and salaries from himself.[1]

One man in the kingdom was said to have clean hands, the venerable and sagacious chancellor Pomponne de Bellièvre. His wife, however, was less scrupulous, and readily disposed of influence and court favor for a price, without the knowledge, so it was thought, of the great judge.[2]

[1] "Con tutti il ministri indifferentemente l' uomo si fa strada in Francia con quei mezzi che ormai mi pare che usino per tutto il mondo . . . il re medesimo lo sa e lo permette forse perchè profittando li ministri lascino di molestare la S. M. per altre ricompense del servizio che prestano ed essi per questa via pretendono riportare le giuste mercedi delle loro fatiche mentre veggono poter difficilmente sperarne altre dal re."—Ibid.

[2] "Il signore cancelliere solo si mantiene in concetto di molto ingegno ma ha una moglie che supplisce al suo mancamento, ben

From the Netherlands Edition of the Works of John Lathrop Motley
Permission of Harper & Brothers

IDYLL VI

THE SINGERS OF PASTORALS, DAPHNIS AND DAMOETAS

DAPHNIS, herder of kine, and shepherd Damoetas their charges
Once my Aratus joined: the beard of the one was all golden,
Only half-grown the down of his friend, and thus they sang gaily
As by a fountain they sat, at noon on a day in the summer.
First was Daphnis in song, since he was the first to give challenge.
"Now, Polypheme, thy sheep Galatea with apples is pelting,

From an Edition of Theocritus, Bion, and Moschus. (Privately Printed)

VANITY FAIR

A NOVEL WITHOUT A HERO

CHAPTER XXV

IN WHICH ALL THE PRINCIPAL PERSONAGES THINK FIT TO LEAVE BRIGHTON

CONDUCTED to the ladies, at the Ship Inn, Dobbin assumed a jovial and rattling manner, which proved that this young officer was becoming a more consummate hypocrite every day of his life. He was trying to hide his own private feelings, first upon seeing Mrs. George Osborne in her new condition, and secondly to mask the apprehensions he entertained as to the effect which the dismal news brought down by him would certainly have upon her.

"It is my opinion, George," he said, "that the French Emperor will be upon us, horse and foot, before three weeks are over, and will give the Duke such a dance as shall make the Peninsula appear mere child's play. But you need not say that to Mrs. Osborne, you know. There mayn't be any fighting on our side after all, and our business in Belgium may turn out to be a mere mili-

From the Kensington Edition of the Works of William Makepeace Thackeray
Permission of Chas. Scribner's Sons

be distinguished from others by his title as any man alive.

Oliver Cromwell was again returned for the borough of Cambridge. The extraordinary circumstance has been brought out that at the meeting of the Long Parliament Cromwell and Hampden between them could count no fewer than seventeen relatives and connections; and by 1647 the figure had risen from seventeen to twenty-three. When the day of retribution came eight years later, out of the fifty-nine names on the king's death-warrant, ten were kinsmen of Oliver, and out of the hundred and forty of the king's judges sixteen were more or less closely allied to him. Oliver was now in the middle of his forty-second year, and his days of homely peace had come once for all to an end. Everybody knows the picture of him drawn by a young Royalist; how one morning he "perceived a gentleman speaking, very ordinarily appareled in a plain cloth suit made by an ill country tailor, with plain linen, not very clean, and a speck or two of blood upon his little band; his hat without a hatband; his stature of a good size; his sword stuck close to his side; his countenance swollen and reddish; his voice sharp and untunable, his eloquence full of fervor." Says this too fastidious observer, "I sincerely profess it lessened much my reverence unto that great council, for this gentleman was very much harkened unto."

Another recorder of the time describes "his body as well compact and strong; his stature of the average height; his head so shaped as you might see in it both a storehouse and shop of a vast treasury of natural parts. His temper exceeding fiery; but the flame of it kept down for the most part, is soon allayed with those moral endowments he had. He was naturally

From "Oliver Cromwell"
Permission of The Century Co.

unless approached through a study of his character. We may begin by insisting that no one who has left sterling work behind him, not even Gray, had less of the professional writer about him than FitzGerald. He was a man of taste in easy circumstances, and until he was forty years of age he was nothing else whatever. After moving for a little while in the splendid constellation which revolved round Alfred Tennyson at Trinity College, Cambridge—where it is quite certain that FitzGerald adopted the friendships, the tastes, the intellectual proclivities, which were to satisfy him for a life-time—after this enchanted adolescence, to which undoubtedly we owe the whole of his later poetry, FitzGerald retired, in the strictest sense, to the country. His life became of a "gray-paper character"; he was given over to turnips. When other friends travelled to Spain, to Italy, to America, to India, FitzGerald was "pottering about in the midland counties of England." Here is his account of his adventures in his thirty-fifth year: "A little Bedfordshire —a little Northamptonshire—a little more folding of the hands—the same faces—the same fields—the same thoughts occurring at the same turns of road—this is all I have to tell of; nothing at all added—but the summer gone."

Thus, in what is called the prime of manhood, FitzGerald was dawdling through life, sedate, humorous and unambitious. To every appeal that reached him to come out into the arena of action, he responded with a dreamy negative. His mind seemed to have grown to be like one

From the Variorum Edition of the
Works of Edward Fitzgerald
Permission of Doubleday, Page & Co.

A JOURNAL FOR PRINTING AND ALLIED TRADES

THE NATIONAL PRINTER JOURNALIST

Volume Twenty-two | Chicago, October, 1905 | Number Ten

THE EARLY DAYS OF NEWSPAPER MAKING.

ONE of the grand old men of this nation, whose influence has been felt through three generations, is Rev. Edward Everett Hale, of Boston, now chaplain of the United States Senate. We can but believe that his early connection with the newspaper press has had much to do with his broad and practical views of life as a preacher and public teacher. In the magazine of the Sunday *Record-Herald* of September 2 appeared an able article from his pen under the caption, "Early American Journalism," which will prove of so much instructive interest to all newspaper makers that we take the liberty of publishing the same here with due credit and with sincere thanks to that model American newspaper, the *Record-Herald*, of Chicago. The noble woman who worked the cradle with one hand while writing out copy for the paper with the other hand was helpmate, indeed, and a worthy mother of so noble a son. Dr. Hale writes:

My personal memories of American journalism run back to my father's printing office, when he was publisher and editor of *The Boston Daily Advertiser*. This was the first daily journal published in Boston, and from a very early period he owned the establishment. This was the fashion of those days. The publisher was the editor, the editor was the printer and publisher, in the stronger newspaper enterprises of the country. My father had not been trained as a printer, but had been a professor of mathematics at Exeter, had studied law and had been admitted to the Boston bar. But all the same he owned his printing equipment, as well for the newspaper as for an office that printed books. He introduced type-founding and stereotype work in New England, and what we then called power printing, meaning printing by water or steam power. Treadwell's power printing press marked an epoch in printing in America. Daniel Treadwell, the inventor, was my father's intimate friend, and he was glad to use Mr. Treadwell's inventions from the first.

My father was a hearty believer in the old system of apprenticeship, and brought up several fine young fellows who were always grateful to him when in their time and place they became leaders.

When I was a boy at school, I suppose in 1829, there appeared in *The London New Monthly Magazine* a bright poem on steam. One of the verses said:

> The newspapers our breakfast bless,
> No dinner talk unless we see 'em.
> "Ten thousand," says *The Times*, "our press
> Strikes off in three short hours by steam."

This was regarded as miraculous work in those times. My mother then took care of my school oratory and taught me to "speak the piece" on Saturday at school, with an alteration which said that *The Daily Advertiser* press "worked off two thousand copies by steam." This was considered a large circulation.

I wonder if the boys of to-day have such pieces to speak as we had then? Another of my addresses on speaking day was Wendell Holmes's spirited lyric which saved the Constitution frigate:

> Nail to the mast her tattered flag,
> Set every threadbare sail.

This belongs, I suppose, to 1830. It is mentioned here only because Holmes used to describe the eagerness with which he wrote the verses and carried them up to my father in *The Advertiser* office. And they saved the frigate, which the reader may see to-day. That was what a circulation of two thousand copies could do then.

The first newspaper in America had been *The Boston News Letter*, which from 1704 continued in one form or other till the Revolution. Its early rival was *The Boston Gazette*, which afterward was continued in various forms, and as *The Boston Commercial Gazette* was absorbed in *The Columbian Sentinel*, which in time became a part of the plant of *The Boston Daily Advertiser*. Indeed, my father eventually purchased all the newspapers which had existed in Boston when his career as a journalist began; so that he published *The Chronicle, The Patriot, The Gazette, The Repertory, The Weekly Messenger* and I know not how many others of the older journals. I remember that when I was old enough I hung up a good picture of Ben Franklin in the counting room and called him "our great apprentice."

All the journalism of those days, whether in Boston or in New York, bore traces of the distinctly mercantile origin of the newspapers. The very name of *The News Letter*, the oldest journal, points to this origin. The original *News Letter* was a sheet of foolscap paper of which two pages of printed news were first, the third and fourth pages being left blank for manuscript communications which a merchant liked to make to his correspondents. This custom descended to times quite late—is preserved, indeed, in some lines of industry to-day. Once a week the "price current" of every journal in a mercantile city was printed on a separate sheet in this way for the use of mercantile correspondents. Then, as now, the advertisements were a great source of revenue; and indeed in every way the wishes of the mercantile class as such were dominant in the preparation of the newspaper.

My father introduced into Boston journalism the "leader," written by some one in the office, expressing the views of the office. Before his time such expression of opinion was made by different correspondents, who would be known as "Cato," "Publius," "Junius," or the rest. I have always supposed that the name *Advertiser* on all American newspapers was borrowed from *The Public Advertiser* of London in which such letters of "Junius" originally appeared.

The finances of a newspaper published under such circumstances rested on its subscription list. Two thousand people, more or less, for whom *The Daily Advertiser* press "threw off two thousand copies" in less than an hour, were a coterie, as one might say, of Boston merchants who advertised in its columns, who relied upon its news, and who took their opinions, though they did not know it, from the editor. They

were a sort of family in which the editor was the "chosen vessel," whose business it was to keep them *au fait* on the wider relations of the world. If any important news fell in our way in the office, which could not wait, as the editor thought, till the next morning, it was put into type as soon as possible and the carriers were sent round with an "Extra" to our friends in the neighborhood.

I think my first personal touch with the politics of the day was on that Sunday in 1830 when I was told to take to my uncle Alexander Everett at his house on Summer street the "Extra" which described the three days of July in the Parisian Revolution of that year. We boys all regarded it as a sort of new Declaration of Independence. The memories of Lafayette were fresh, and we instantly hung out tricolored banners.

The dependence of America on Europe and European opinion was such as it is impossible to make any American now understand. You may buy a newspaper to-day in the Valley of the Mississippi, and perhaps it will not contain a word about England or France or Germany. If it does, it will be perhaps a word on their relations with Japan or Manchuria. But in the early half of the nineteenth century news meant largely European news. Bankruptcy or success might turn on one arrival from Europe. I recollect the traditions in our office of the arrival of the news of Napoleon's landing from Elba and the news afterward of the Battle of Waterloo, and I could tell a dozen instances of ruin to prosperous merchants which hinged on the announcement of victory or defeat published in one number of one newspaper.

The invention of the telegraph as applicable to the uses to which we put it to-day was as late as Morse's voyage across the Atlantic in 1832, when Charles Jackson told him of the experiments in that line which had already been made in Europe. The first real transmission of American news by telegraph was as late as 1844, so long had it taken Morse to perfect his invention and to persuade Congress to vote him money enough for a trial. It is curious to see that no private capitalist dared assist Morse in this adventure. Capital, as always, was timid and the Congress was in advance of Wall street.

Up till that time what we call telegraphs were akin to the flag telegraphic signal which now passes from one yacht to another; while the Napoleonic campaigns had introduced the semaphore, which figures in some of Dumas' early novels and did sometimes convey news to the French capital of matters at a distance. We had a semaphoric station in the outer harbor in Boston, so that the newspapers knew of the arrival of vessels in the offing perhaps some hours before the vessel arrived at the pier in Boston. But with that exception, an unimportant one, news came by the mail or by private hands.

Anybody connected with the press will see how the whole machinery of the newspaper varied from that of to-day. To take a single instance, the arrival of any newspaper, near or distant, in the office meant a possibility of news. In my early days in newspaper life New Orleans was ten or twelve days from us in Boston, yet to the leaders of our infant manufactures the news from New Orleans was important, as, by the way, it proves to be now when news from New Orleans can come in a minute. You did not put your paper to press, therefore, till somebody had looked at the New Orleans papers which had arrived at 9 or 10 o'clock in the evening by what we would call the "Southern mail." I was on night duty myself in 1838 and '39 when war was impending between Maine and New Brunswick, or between the United States and England, on the questions of handling of lumber in the valleys of the Aroostook and the Madawaska in Maine. We could not got to press till the arrival of the stage from Portland, a little before midnight, brought the letters from "our own correspondent" at Bangor and of the army at Maine up on the St. Johns River.

The reading of newspapers which was made necessary in this way amounted, in an office like that in which I was bred, to two hundred and fifty newspapers a day, and a little boy "tender," you might say, unfolded the newspaper and hung it on the back of a chair, and you read rapidly. I have read two hundred newspapers in four hours in my day, for somebody had to read or to look at each one of these journals.

"Our own correspondent," of course, played a much more important part than he plays today, unless his dispatch comes by telegraph. Each leading journal had a man of intelligence at each of the great seaports of the world—Singapore or Canton, or Bombay or Liverpool, and London, of course, and other such places. And their letters came, according to the foresight of the correspondent, by this or that sailing vessel. No one this side the Recording Angel knew whether that ship would have a good passage or a bad one—whether the letter to *The Journal of Commerce* in New York would get in ahead of the letter to *The Daily Advertiser* in Boston.

Steam navigation did not come in with any regularity till the voyage of the Sirius, which was a twenty-day voyage, I think, from Cork to Boston. As early as 1820 the Savannah had gone from the port of Savannah to Liverpool under steam. But the example had not been followed. Dionysius Lardner, who was a high authority in science, had ridiculed all the prophecies of transatlantic navigation by saying that they would not pay. Lardner knew as well as anybody knew that the thing was possible; but he said what was true enough, that the ships would have to be coal barges. But time runs more quickly than he thought. The Cunards made their contract with the English government in 1837, and were eager to fulfill it before their own steamers were completed. They therefore sent across the Sirius, which had been used in the Mediterranean trade, and she arrived in Boston on April 23, 1844, beating the Great Western, her competitor, by a half-day only, and the Great Western brought later news when she came than the Sirius. The Boston editors went on board the Sirius, and we welcomed the voyage, as we ought to have done, as an omen of an utter change in journalism.

While that change was going on, there were some critical moments. I think we used to say that the Great Western in one of her maiden voyages brought in news more than a month in advance of anything we had before.

It was a day or a night to be remembered when you sat with the other gentlemen of the staff writing the history of Europe for twenty or thirty days. You see you had no preparatory cable advices. Naturally you read the last papers first, and you worked back. But a journal was distinguished by the variety and correctness of its foreign news. Every leading journal of course had its London *Times*, its London *Chronicle*, its *Moniteur*, its *Journal des Debats*. But you had to rely quite as much on the skill of your news men in picking up the last paper printed which was brought over by any captain.

That is, you always needed to beat the mail. Your news collectors knew the captains; they kept on favorable terms with them.

You had a boat or two running backward and forward in the harbor to sight an incoming packet or other ship, to board her to see what she could give you. Or a friendly captain from Para or Buenos Ayres or Bombay sent a lad ashore before his vessel came up to the wharf, that he might bring you a newspaper quite in advance of the mail. Thus there was a sort of happy-go-lucky lottery business about it. You never went into the office without thinking that something might have turned up somewhere, a thought which came to you with dramatic vividness, which for some reason seems hardly to belong to the expected yellow newspaper dispatch of today.

There are dramatic situations today which belong to the world, when you recognize your son's voice though he is a thousand miles away. But there was another sort of incidents in those early days which we do not see in our twenty-story offices. In 1820 my father, while the editor of the *Daily Advertiser*, was a member of the Constitutional Convention of Massachusetts, a convention which was revising the constitution. He sat in his place, he took such notes as he liked of the speeches, and of course knew all the leaders. His house was a half or a quarter of a mile from the printing office. As evening approached the different chiefs gathered in his workroom there. At that moment he could not use his eyes, which had suffered from an accident, so that my mother, then twenty-four years of age, read and wrote for him.

She moved my sister's cradle into the basement room, and there she would sit when Mr. Webster and Judge Story and, I think, John Pickering, who was chief of our reporters there, made up the report of the convention for the day.

She would rock her cradle with one hand, while with the other she wrote to Daniel Webster's dictation; and the Colonel Phinney who afterwards figured in Massachusetts politics, or some of his mates among the apprentices, sat at the side of the room waiting to take the slips of copy down to the printing office as they were ready. When the convention adjourned she had a hundred or two of the epigrams of the constitution printed separately. She cut them out and put them in what where then called cockles in place of the verses which the confectioners had put there, and with these cockles she decorated a great convention cake which she sent down to the printing office for the men to enjoy together.

A little before, I can remember, my father's cousin, David Hale, moved into the city of New York, and with his partner, Mr. Halleck, established the *Journal of Commerce*. It is conservative enough now, and among those who swear by it are men whose heads have been whitened by the suns of two or three hundred summers; but it was a free lance then. It did

not pretend to be a political journal managing the politics of New York. It does not become me to speak of those politics either of this time or in another century. I will only say in passing that John Quincy Adams said in those days that the politics of New York were one of the devil's own unaccountables.

Hale and Halleck overstepped all partisan lines and made what was literally the *Journal of Commerce*. With them, I think, the dramatic scenes came in which belonged to the use of special news boats by the different great New York journals. There are traditional stories of news boats which ran more than fifteen hundred miles to sea and picked up information which they brought in triumph into the harbor so that their chiefs could say that no other paper had the news.

In those days expresses, run by the enterprise of separate establishments, came into being. Historically, the first great express in the history of the United States is that of the dispatch which left Brookfield in Massachusetts on the afternoon of April 19, 1775, was sent from post to post by the clubs of the Sons of Liberty, and arrived in Gadsden's hands in Georgia at the end of two or three weeks, having in its rapid flight awakened a nation which has proved to be an empire. It is interesting, by the way, to observe that literally every word in that dispatch was untrue, so far had the exaggerations improved upon the truth as it passed by word of mouth from Boston to Brookfield.

In later days there was room for private news to be sent by express messengers, and I suppose such things happened. But there was no Wall Street then, nor any stock speculation. It would happen, however, that some enterprising journal would send an express from New York to Boston, or the other way. I am sure that the first time I ever heard the great name of Cornelius Vanderbilt was when my father engaged from him a "Vanderbilt steamer," a new craft built by him, to carry our express on some occasion from New York to Norwich. It was said at the time, in the office, with bated breath, that she was steered by a tiller because the wheel had not been put in. And my early fancy imagined her as coming through Hell Gate and the Sound before she was painted. This was undoubtedly a boy's fiction. A messenger on horseback took her news from Norwich to Worcester, and somewhere between Worcester and Boston it was brought by steam again.

I do not know if the *Journal of Commerce* people will thank me for telling a story of a meek adventure of ours which did not succeed so well. A note came on from them to our office to ask if we would not send through by private hands the news which came by a Cunarder then due in Boston. It was not worth the expense of an express; but somebody had figured out the route of a carrier. I thought I should like the lark; I took the despatch and went by rail as directed to Springfield, where I took a pony-power boat to Hartford. Somehow I got to New Haven and took the night boat from there, which was to arrive at New York at four in the morning, and then I was to carry the news to the *Journal of Commerce* office, arriving two hours before the mail.

Alas for me and the *Journal of Commerce!* A heavy fog descended on New Haven harbor. My personal interviews with the captain, with promises of untold shekels if he would go out, did not avail. The fog did not leave; he did not choose to go till the next morning; and as I walked up the New Haven pier at about eight o'clock I had the mortification of hearing the newsboys announce "Here's your latest news from England!" The Stonington captain had been braver than the New Haven captain, and in my first express I arrived an hour behind the mail. And such things might happen for gain or for loss all the time.

My association with the first great northern election triumph—that of Harrison and Tyler in 1840—was of the arrival long after midnight in our upstairs office of a fine fellow who had driven with changes of horses in a pouring rain fifty miles or more with the votes of Ashburnham, Mass., in his pocket. He fished out the dispatch, and said for his first words: "I have tried to keep it dry." Think of this, young editors, when your telegraph brings in to you the whole vote of the State of New York before you go to the theater to see the last act of "Puritani."

The journal of today is comparatively indifferent to history. I wrote for a leading journal a few years ago some rather curious notes on Webster's early life and the possible changes in American history which might have followed had he returned from Portsmouth to Albany after he had entered Congress, instead of removing to Boston, as he did. But the editor, an up-to-date man, said promptly that this was history, that newspapers were not made for history but to reflect the present time. This is as if the stage, whose business is to hold the mirror up to nature, should rule out Julius Cæsar and Coriolanus and Hamlet and Richard, that it might give place to Ibsen's last or Bernard Shaw's or Mr. Jones's. I think the press is wrong about this today. As the same time, I can see that it makes a distinct difference in the make-up of the staff of the newspapers and in every daily issue.

The America of the first half of the nineteenth century was in a way much less dependent on Washington than it is now. When Samuel Hoar was turned out of Charleston by a mob in the autumn of 1844, he came immediately to the city of Washington. There he saw at once, of course, Mr. Winthrop, Mr. Grinnell and other gentlemen of the northern delegation. I saw the same gentlemen that morning, and wrote a letter to my father describing the event at Charleston. This letter was published in the Boston *Daily Advertiser* two days later. It then came back to New York, and this required another day, and then was printed in the New York newspapers, being the first announcement of this transaction which was made in this city.

Compare this against Newspaper Row in Washington at this time, where each leading journal maintains its staff of competent reporters, who telegraph to it the information in the city minute by minute. I do not think in 1844 any New York journal had a regular correspondent in Washington.

To sum up in one word these random recollections, the old era of journalism ended and the new era began with the telegraph. Admiral Remey once said to me that every weapon of offense used in the navy in 1865 had been thrown aside as useless in 1900. I might say that every tool used in a newspaper office in 1840 is unknown there today. For I was writing with a quill pen the other day in the Palmer Station, and a gentleman came to me and asked if he might see me write, for he had never seen a quill pen before. Even the paper is changed. The experts tell me that all the newspapers of the present day will be illegible in 2005 because this wood paper will have dropped to pieces. Thus does time bring its revenges.

Compared with the work of the first half of the century, the work of today in a newspaper office is, of course, different from end to end. The great central moment which marks the change was that of August 13, 1858, when the first pulse of the cable from Valentia in Ireland was reflected on the coast of Newfoundland. De Sauty was the Newfoundland operator, and for the time was regarded as a sort of myth. When in the *Advertiser* office they announced the success of Mr. Field's telegraph their editorial took the title De Profundis Te Deum.

* * *

SPURIOUS UNIONISM AND BRIBERY.

A Correspondent Tells how some Pressmen Secure Graft.

Mr. B. B. Herbert, Editor NATIONAL PRINTER JOURNALIST, Chicago, Ill.

Dear Sir—I write to express my unqualified indorsement of your editorial on unionism, in your issue for September. (Page 643.) I heartily agree with your sentiment that unionism as now controlled is directly antagonistic to free government and personal liberty, and that the question "involves personal rights of freedom of contract, freedom of labor and of using one's own, without interference, intimidation or molestation either as to person, property or reputation."

I have been a publisher, employing printers and pressmen for the last nineteen years, and have never had any friction with unions until this month. I have run an "open shop" all the time, buying labor as I buy paper, paying market price according to the grade of goods I was getting. I have never asked a "walking delegate" for his advice in the conduct of my business, but have dealt directly with my employes as man to man. Every typesetter in my employ has been with me for years. They are at liberty to seek other employment if they can better themselves, yet they appear content.

A year ago we bought a rotary perfecting press to do our own presswork, and two months ago we added a flatbed to do color work for our periodical. We require high grade presswork, and therefore have sought thoroughly competent help.

In hiring our head pressman we did not quibble about wages a minute; our concern rested first on his competency, second on his reliability for faithfulness to our own interests, third on his honesty. As to his competency we got sufficient

evidence. We asked him what wages he wanted, he named his price and we accepted it as he proposed. We explained that ours was an open shop and that we would not hire a union man as head pressman therefore feeling that a unionist at the head would be biased against free labor, or non-unionism. He agreed to remain out of the union here, although stating that when he worked in Chicago a few months he had been forced into the union against his desires.

We further explained that the manager would do the buying of all ink and other supplies, and that there would be no perquisites or bribes for the pressman.

That was when the manager was at least one year younger than he is to-day, and thought he could easily control the ink-graft by having all ink supplied unlabeled and denying access to the pressroom to all ink representatives. He has been more or less suspicious that his "system" of self-protection was not without possible leaks for some time, but about three weeks ago had these suspicions confirmed in a surprisingly direct manner.

Shipments of ink from five or six of the most prominent factories in America have been rejected as unfit for our rotary and have been returned. But while the manager was "tearing his hair," figuratively speaking, over some atrocious results from accepted ink for the flatbed, a representative of a well-known ink firm entered the office.

We had bought some lots of ink from this firm, but had not used its ink for three or four months, as we had settled down on another ink which was proving fairly good and we were too rushed to experiment.

When the representative entered the private office of the manager, therefore, he expressed gratification at getting an audience, for, he said, he had been trying for three months to get an opportunity to show the manager a letter, which he thereupon presented.

It proved to be a pen-written letter in the familiar handwriting of our pressman, addressed to the ink company. It stated that the manager refused to allow inkmen into the pressroom, but that they certainly knew that the pressman understood better than the employer the kind of ink any press needed, and that the next time their representative came to town he should come to the pressman's home and there would be no doubt the matter could be arranged. The letter closed with the significant words, "You're on."

The disclosure of the perfidy of a trusted employe hurt far more than the amount of financial loss.

When the pressman was accused of it the next day, he made no effort to deny it, but did attempt to justify himself by saying, "All pressmen do it, why shouldn't I?" He even boasted that he then held three checks from three ink factories and a post-office order from a roller factory; he had not cashed them, but he had them, he said.

I learned six months ago that he had broken his promise and had belonged to the Pressman's Union ever since he had been in the city, and when, in connection with the exposure of his bribe seeking, we mentioned his joining the union, he retorted that "The union had not hurt us any," but that if we discharged him now he would see to it that we got nobody else into our pressroom at his wages.

We notified him of his summary discharge, but at his suggestion we permitted him to continue work until we found a successor. We have been two weeks in finding a competent non-union rotary pressman, and during that two weeks we have seen the hand of unionism ungloved. Strange to say, now, no factory has been able to make good ink for us during the last two weeks. We have six shipments in storage from six companies, and yet the press had stood idle for days "waiting for ink." "Tons of ink in storage, but not one drop for use."

The result is, our work is all "balled up."

In the interim we have received various written communications from the discharged pressman, one of which included the submission of an elaborate contract setting forth terms on which he would "consent" to work for us another year, and giving an ultimatum that we must sign it or accept his "resignation," to take effect September 8. As he had already been discharged for cause, the absurdity of the ultimatum called for no answer, but a few days later an amendment to the proposed contract was delivered to the manager, setting forth that we must hereafter recognize him as a member of the union and employ none but union men and boys in the pressroom.

Still we made no answer, but kept on "sawing wood" in our search for a non-union rotary pressman.

Our weekly for last week is not yet run—a week late—because our monthly occupied the rotary, and the press was standing idle for two days "waiting for ink"—with tons of ink on hand.

The particular brand of ink arrived about noon on Friday, the press started and ran for nine hours, then stopped because nine hours had become the pressman's limit regardless of the needs of the business, unless we would pay "time and a half."

All year, prior to the exposure of the bribe-seeking, the practice had been to run extra hours pro rata during the week the monthly was on, and lay off during the idle day each week when only the weekly ran, but now the union had taken hold, had composed the terms of the proposed contract (as its correct grammar showed, the pressman being ungrammatical) and the union had assumed charge of our pressroom.

We were far behind in our work, our regular weekly, carrying nearly $1,500 of advertising, had not yet been put onto the press, and Monday is Labor Day—a holiday unless "time and a half is paid."

All through the summer we have been giving Saturday half-holidays at our own expense—paying full wages for the idle time—but now when we were crowded, with hundreds of dollars' worth of business at stake, the union declared a holiday and our interests must be sacrificed while union agitators taught antagonism to employers. Every employe in the pressroom (both presses) quit because we insisted on work on Labor Day at regular wages.

Our non-union pressman arrived on the morning of Labor Day. The wages he asks are to be "the scale," but we expect to pay above the scale if he proves competent and works for the interests of the business instead of by the dictation of agitators and bribe-takers.

We shall buy ink only from factories first giving us a bond, of a bond company, guaranteeing us under penalty of $1,000 or $5,000 not to bribe our employes and to report to us promptly in case any employe invites a bribe. We shall require a similar bond from our pressman.

Why don't we trust the one ink firm that voluntarily exposed the dishonest attempt of our pressman? The representative who showed us his letter expressed righteous horror at the pressman's wickedness. Why don't we? Because we have since discovered a letter from that very ink firm, written to its local agent, which letter instructs the agent what private marks of identification of their ink our pressman was to find on their "unlabeled" packages when they arrived in our pressroom.

Other ink representatives confess that 90 per cent of the ink trade of America is controlled through bribery of pressmen in amounts ranging from a suit of clothes to 40 per cent cash value of the ink. Of course, this bribe is added to the price and the owner is robbed of that cash. We see no difference whatever between such graft and a direct steal from the cash drawer or forgery of checks.

The ink representative pledged us not to give his firm away

for exposing the pressman (and we did not get the information about the firm from the pressman), because he said it would result in a boycott not only by the local union, but by all pressmen's unions throughout the country. All deplore the evil, but fear to attack it.

One representative said that the great trouble is that employers who know of the graft, all think their own pressmen are exceptions. He said he had formerly been superintendent of a large printing office and while he knew of the dishonesty of other pressmen, he was confident his own head pressman was strictly honest.

Later the superintendent became a traveling salesman for an ink factory, and just before he started out on his first trip the manager of the ink factory handed him a confidential list of names with the statement:

"These are our pressmen whom we take care of."

The first name on this list of dishonor which caught his eyes was that of his old pressman in whom he had had such confidence, and he was moved to agree with the Psalmist who declared, "All men are liars," but he added an amendment, "and grafters."

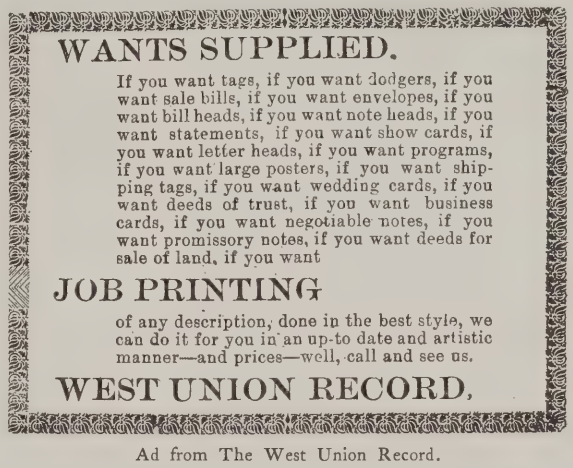
We may not help matters with our bonds, but we will be able to cover expenses of the watch in case of detection of future grafting.

And the watching will be upon the basis of the above quotation from the Psalmist, too. Nothing will be taken for granted without test, and the tests will be most diversified. Who will join in the fight for honest service and a free business? NON-UNION EMPLOYER.

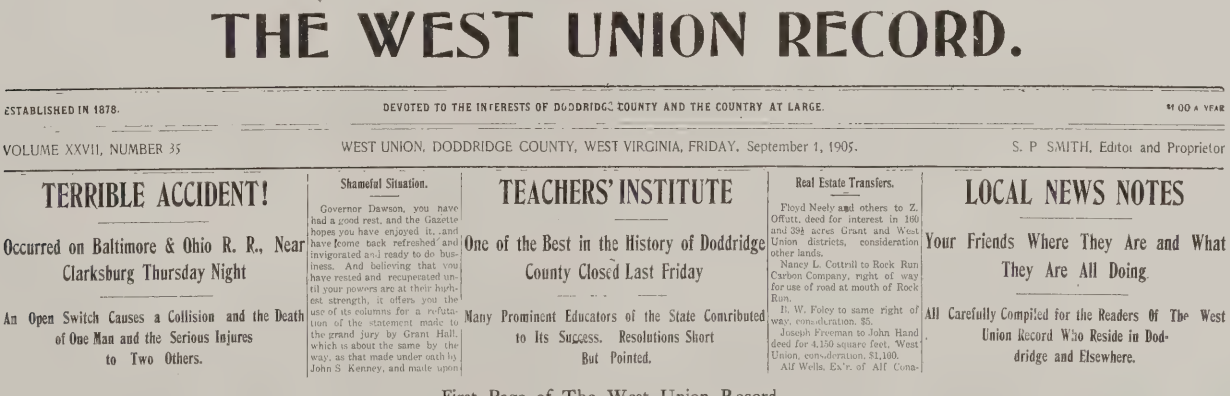
* * *

A COMMENDABLE NEWSPAPER.

A copy of the West Union, W. Va., *Record* has reached the editor's desk for criticism. Without wishing to intrench on Mr. Copper's "Newspaper Criticism Department" we venture a few words of commendation for this wholesome-appearing, well-printed local sheet. The type is clear, large, legible, strong face, appropriate to a home newspaper. The first page is entirely free from advertising and the arrangement of three double-column headings represented by the two single-headed columns (see reproduction) gives a not disagreeable and a forcible and attracting appearance. The advertising on the inside pages and on the last page is well arranged in columns to the right of the reading matter. The newspaper is printed to give the news and the readers are rightly first considered, as they give all the value to the advertising space. The inside and back pages give opportunity for an even and excellent display of advertisements, in which each ad stands out with equal prominence. The ad composition is excellent. Double-column spaces, surrounded by a variety of distinct and neat borders, are much used, and the ads stand out like separate pictures in handsome frames. We give reproductions showing the arrangement of the first page and also one of the attractively set and bordered ads. The one advertising the second job office is given not because it is the best but because it suggests that a newspaper should be liberally used to advertise the job office. However, what particularly attracted our attention and is entirely appropriate to this department was the signed announcement by the editor, heading "A Word to *Record* Patrons," at the beginning of the first column of the first page. There is a kindliness, a pathos and a manifestation of the loyal, devoted, genuine spirit of the true newspaper man running through the short article that will touch a sympathetic chord in the heart of every worthy newspaper worker. Verily knighthood is not dead and newspaper editors, writers and reporters still deserve the title, "Knights of the Pen and Pencil." There is no attempt at fine writing in the article nor is there a word set down for effect, or the stirring of the emotions, or to make any claim for the heroic, for praise or for sympathy. In the simplicity of the statements, evidently written without any thought on the part of the editor that he has done other than he could, rests their power. It is the unadorned statement that unconsciously reveals a tragedy in human life, a story of duty done and victory won, despite disease and pain. We give it with these remarks, believing that the narrative of this disease-wounded soldier, who takes up the march and enters the battle with no complaint, while still enduring the pains of the bodily hurt or disease that must close in death but not in defeat, will encourage others. It is as follows:


WANTS SUPPLIED.
If you want tags, if you want dodgers, if you want sale bills, if you want envelopes, if you want bill heads, if you want note heads, if you want statements, if you want show cards, if you want letter heads, if you want programs, if you want large posters, if you want shipping tags, if you want wedding cards, if you want deeds of trust, if you want business cards, if you want negotiable notes, if you want promissory notes, if you want deeds for sale of land, if you want
JOB PRINTING
of any description, done in the best style, we can do it for you in an up-to date and artistic manner—and prices—well, call and see us.
WEST UNION RECORD.

Ad from The West Union Record.


THE WEST UNION RECORD.

ESTABLISHED IN 1878. DEVOTED TO THE INTERESTS OF DODDRIDGE COUNTY AND THE COUNTRY AT LARGE. $1 00 A YEAR

VOLUME XXVII, NUMBER 35 WEST UNION, DODDRIDGE COUNTY, WEST VIRGINIA, FRIDAY, September 1, 1905. S. P SMITH, Editor and Proprietor

TERRIBLE ACCIDENT!

Occurred on Baltimore & Ohio R. R., Near Clarksburg Thursday Night

An Open Switch Causes a Collision and the Death of One Man and the Serious Injures to Two Others.

Shameful Situation.

Governor Dawson, you have had a good rest, and the Gazette hopes you have enjoyed it, and have come back refreshed and invigorated and ready to do business. And believing that you have rested and recuperated until your powers are at their highest strength, it offers you the use of its columns for a refutation of the statement made to the grand jury by Grant Hall, which is about the same by the way, as that made under oath by John S Kenney, and made upon

TEACHERS' INSTITUTE

One of the Best in the History of Doddridge County Closed Last Friday

Many Prominent Educators of the State Contributed to Its Success. Resolutions Short But Pointed.

Real Estate Transfers.

Floyd Neely and others to Z. Offutt, deed for interest in 160 and 39½ acres Grant and West Union districts, consideration other lands.

Nancy L. Cottrill to Rock Run Carbon Company, right of way for use of road at mouth of Rock Run.

B. W. Foley to same right of way, consideration, $5.

Joseph Freeman to John Hand deed for 4,150 square feet, West Union, consideration, $1,100.

Alf Wells, Ex'r. of Alf Cona-

LOCAL NEWS NOTES

Your Friends Where They Are and What They Are All Doing

All Carefully Compiled for the Readers Of The West Union Record Who Reside in Doddridge and Elsewhere.

First Page of The West Union Record.

Nearly twenty years have elapsed since the undersigned, in his humble way, assumed charge of the *Record*, and it has been edited during that entire period, with the exception of about twenty months, by the same person. During this brief period it was edited by Mr. Homer Strosnider, who now severs

his connection with the paper for the purpose of finishing his education. How well he has done his work, the present popularity of the paper, and its readers attest. It is, of course understood by all that our temporary suspension was necessary on account of impaired health. This state has continued through a period of three years, but it made no difference where he went to seek health and strength, whether in the sunny South or the hurrying North, on the briny shore of the Atlantic or on the mighty Western plains, the paper and its readers among the hills were ever uppermost in our mind, and there have been very few issues that we did not contribute at least something to its columns.

In short, though our strength has not fully returned, we again take up the "quill." It seems to be our inheritance. With your kind indulgence, we promise you the very best we are capable of giving. Its readers shall ever be recognized as one big happy family with a common interest, and that interest shall ever be uppermost in the mind of the manager.

The *Record* has made great improvements in the past twenty years, and has certainly more than kept pace with its surroundings. It has grown from a six to an eight-column paper and its circulation has increased from a few hundred copies until now it is largely sought after and read by thousands of persons every week. It has risen from a humble position to one among the foremost local newspapers in the state.

These improvements must go on. We must keep pace with our surroundings. This can only be done by the united support of all of its patrons, who have stood so loyally by it in the past.

Again asking your kind indulgence and your continued hearty support in the future, we remain,

Very sincerely,
S. P. Smith.

* * *

A WELL ROUNDED LIFE.

A Veteran Newspaper Man Celebrates His Golden Wedding.

For forty-five years Mr. Daniel Sinclair held a prominent and honored position among the newspaper men of Minnesota. He was the first president of the Minnesota Editorial Association, and gave dignity and honor to the position, which he filled with ability, aided by a conscientious loyalty to this high calling. He was ever serviceable to the press of the State by his counsels, his example and his influence. He served his city and State with a like faithfulness. He was clean, upright and honorable in all his newspaper work. He was the friend and counselor of the leading men of his section, more than one of whom attained to national reputations and services. He was loyal to his principles, while ever considerate of others, and conservative in the expression of his views and the measures that he advocated, which he ever strove to advance by well considered arguments and an honest presentation and array of facts.

Four years ago he retired from his position of editor of the Winona *Republican*, a position held continually from 1856, but he did not retire from that activity in affairs that becomes a part of the very life of every conscientious newspaper man. He has continued to serve his community that has grown during his residence, and in no small degree through his influence and that of his paper, to a prosperous and most attractive city from a village of a few scattering frame buildings on the river's bank. We know of its appearance that first year of Mr. Sinclair's residence, for that spring, then a boy of thirteen years, in passing with our parents up the river in the old steamer York State, we viewed the town from the hurricane deck of the boat. It seemed to consist of a few wood houses almost, if not entirely, surrounded by water and scattering dead trees and stumps. It has become through the persistency and industry of its enterprising citizens and the fostering, advertising, upbuilding power of the press, a municipality worthy its people and the State, with magnificent schools and churches, that were the first care of the intelligent pioneers, with great manufacturing establishments, extensive business blocks and elegant homes and delightful parks. Since his retirement from the newspaper Mr. Sinclair has found most congenial employment as secretary of the Board of Park Commissioners, and, as is stated by the daily with the predecessor of which he was so long connected, "is an active mover in a project which, if carried through, will mean much to the city of Winona." Here is the point and the manifestation of the spirit of the true newspaper worker: Get so identified with your city's welfare, that though you retire from the paper you will, from habit, still continue working for that which "will mean much to Winona," to your city's attractiveness and welfare.

fifty years that are now golden contained so much of all that try that one feels that volumes ought to be written instead of a few paragraphs. Mr. Sinclair could not have lived his sweet, useful life alone, and early chose one who proved a helpful companion, to aid, to cheer, and to encourage. For this part of the story, however, we give the pleasing account contained in the Winona *Republican-Herald* of August 26:

The golden wedding anniversary of Mr. and Mrs. Daniel Sinclair was celebrated by them today in a quiet manner at their home at 73 West Broadway. All of their children were present, as was also Gordon Smith, of Minneapolis, one of the grandchildren. While the event has been observed in a quiet manner, it has been none the less enjoyable, and in addition to the pleasures of a family reunion Mr. and Mrs. Sinclair have received the congratulations of a number of their friends who knew of the anniversary.

The married life of Mr. and Mrs. Sinclair is closely connected with the growth and prosperity of Winona, as more than forty-nine out of the fifty years have been spent in this city, and each of them have contributed their part to the upbuilding of Winona, particularly Mr. Sinclair, who for forty-five years was the editor of *The Republican*, and with his pen and otherwise was ever ready to help along projects that were for the best interests of the people here. Daniel Sinclair and Melissa Jane Briggs were wedded on August 25, 1855, at Conneautville, Pa., where Mr. Sinclair was at that time the editor of *The Conneautville Courier*, a paper that had been established by George W. Brown, who figured extensively in the doings of the early days in Kansas, and whose office in that state was once wrecked by border ruffians. The next spring after their marriage Mr. and Mrs. Sinclair removed from Conneautville to Winona, Mr. Sinclair disposing of his interest in *The Courier* at Conneautville and very shortly after his arrival here buying a half interest in *The Winona Republican*, and assuming its editorial control, which he retained without interruption until he retired from journalism in 1901 at the time of the consolidation of *The Republican* and *The Herald*, since when he has been enjoying the more leisurely life which is fitting after years of hard and successful work.

Mr. Sinclair's qualities of leadership were early manifested in his residence in Winona, and recognition of this was not confined to this city but embraced the state at large, as was evidenced when he was chosen the first president of the Minnesota Editorial Association, a position that he filled with ability, setting a high standard for those coming after him to follow. Mr. Sinclair was among the prime movers in many projects that were for the best interest of Winona, but always worked in a quiet and unobtrusive way, having a valuable helpmate in all his work in Mrs. Sinclair. Since his retirement from active newspaper work Mr. Sinclair has rendered valuable service to the city as secretary of the board of park commissioners, a position which he still holds, and is at the present time an active mover in a project which if carried through will mean much to the city of Winona.

It is the wish of hosts of friends of Mr. and Mrs. Sinclair both in and out of Winona that they may live to celebrate many more anniversaries, and that the sunset years of their lives may be their best years.

* * *

REASONS FOR GROWTH OF NEWSPAPER ADVERTISING.

The Boston *Globe* gives the following three sound, good and sufficient reasons for the growth of newspaper advertising:

In the first place there is no cheaper or quicker medium than the daily press for informing the public concerning the prices of commodities of all kinds.

Secondly, the public has contracted the sensible habit of looking into its favorite journals to learn current prices and what novelties have been placed upon the market. Many a salable and much desired article has not profited to its owner because the public never learned of its existence and merit through an advertisement.

Thirdly, the circulations of newspapers are now so large and constantly growing that enterprising merchants will not fail to advertise for the purpose of obtaining new customers in the far distant territory the press now covers.

The strongest reason why advertising will increase is because business men have learned from experience that it always pays large dividends on the investment.

Now advertisers are sometimes puzzled to determine the size and location of their advertisements. This is arranged easily by the managers of newspapers, who always desire to have them reap the fullest benefit from their investment. In early times the great art in writing advertisements was supposed to be the finding of a proper method whereby to catch the reader's eye. That difficulty is now obviated by the use of better paper, larger and handsomer type, and proper classification of advertisements.

REVIEW OF JOB WORK

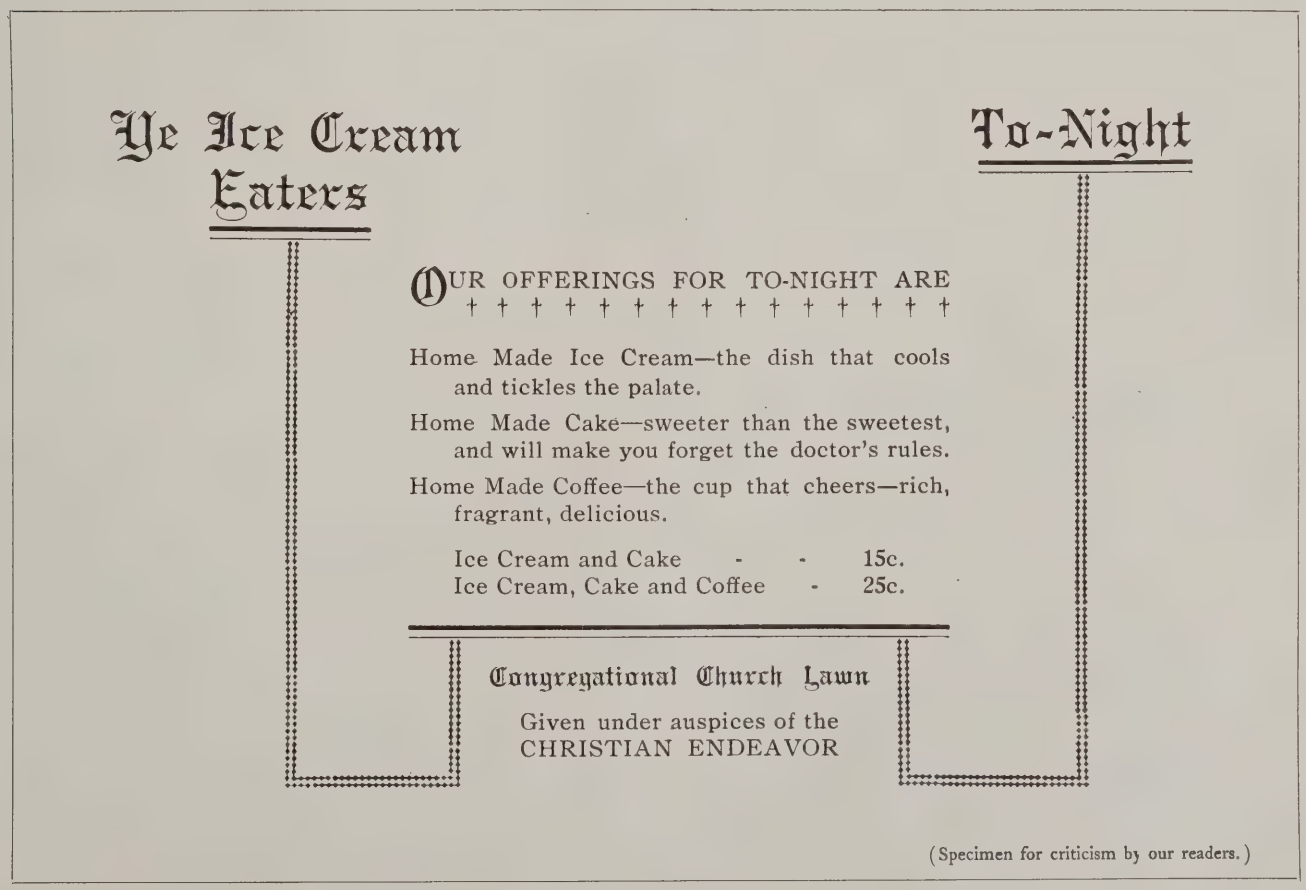
BY E. S. HANSON, CHICAGO, ILL.

Address all Communications for this Department to
E. S. Hanson, 1524 E. Ravenswood Park, Chicago, Ills.

AT THE bottom of this page I reproduce a specimen which has come to me for criticism. I have decided, however, to ask criticism upon it from the readers of this department instead of passing judgment upon it myself. I will not, for the present at least, give the name of the one who sent it in. He will recognize it, and will watch more closely than anyone else for the comments upon it. I want candid, thoughtful criticisms upon the work, with suggestions as to how it may be improved. And I should be glad if each one sending a criticism would send a resetting of the work in conformity to his own ideas. The original is printed on a sheet of paper 7¾x5¼ inches, with a half inch margin all around, and I judge is designed for distribution as a hand bill. Send your criticism and resetting to the editor of this department not later than October 25. Some, at least, of the replies will be published in the December number.

Rex H. Lampman, Neche, N. D.—A fair lot of business cards and envelopes. We reproduce a few of them. The Howell & Nelson card is a really neat piece of work, marred only by the use of the plain roman lower case in the lower left-hand corner. If a small size of the gothic could have been used it would have been much more in keeping with the rest of the card. I am decidedly opposed to this style of "Gretna, - - - Manitoba," on the Queen's Hotel envelope, but in this particular instance it is not an easy thing to overcome. See if you can work it out. The Donovan envelope is decidedly too large and showy for a physician. The envelope for Moir & Walker should have some variation to break the monotony of straight, full lines. The one for McFadden & Capitan is a much better piece of work.

Republican Publishing Company, Hamilton, O.—It is a delight to look over your two recent pieces of work, "A Souvenir of Quality" and "A Few Proofs." It is seldom one sees a piece of printing so pleasing and absolutely faultless in every detail. The plates have the "speaking" quality which shows the touch of a master hand, and the mistake has not been made of working them on anything less than the very best coated paper. The text, the decorations, the cover reproductions—in fact, everything about the books has such an air of superiority as to make it seem akin to desecration to tear out two pages for reproduction. I wish that we might show more of them, and in all the force and beauty of the original. Work


Ye Ice Cream Eaters
To-Night
OUR OFFERINGS FOR TO-NIGHT ARE
Home Made Ice Cream—the dish that cools and tickles the palate.
Home Made Cake—sweeter than the sweetest, and will make you forget the doctor's rules.
Home Made Coffee—the cup that cheers—rich, fragrant, delicious.
Ice Cream and Cake - - 15c.
Ice Cream, Cake and Coffee - 25c.
Congregational Church Lawn
Given under auspices of the
CHRISTIAN ENDEAVOR

(Specimen for criticism by our readers.)

Agreements are contingent upon strikes, accidents and unavoidable delays beyond our control. Claims for shortage must be made within ten days from date of invoice

The Watts Bros. Manufacturing Co.

Mill Work Department

Fine Cabinet Work
Interior Finish, Store and Office Fixtures
Window and Door Frames
Columns, Balusters, Mouldings
Mantels
Mill Work of every kind

Manufacturers of Furniture

and High Grade Mill Work

Furniture Department

Beds, Dressers
Safes and Dining Tables
of Oak, Poplar and Hardwood
substantially built
and
well finished
Cedar-lined Clothes Chests

TALLADEGA, ALA. 1905

J. E. MICHAEL, PRESIDENT TELEPHONE 57 C. H. MICHAEL, SECRETARY

Michael Supply Company

Mill and Furnace Supplies

Plumbing and Roofing, Steam and Gas Fitting

Talladega, Alabama

W. H. BOYNTON, PRESIDENT

OLDEST BANKING HOUSE IN THE STATE OF ALABAMA
FOUNDED BY MAJOR JAMES ISBELL AND SON IN 1848

F. P. McCONNELL, CASHIER

The Isbell National Bank

NO 4838

CAPITAL $50,000
SURPLUS AND UNDIVIDED PROFITS $35,000

TALLADEGA, ALA

Brannon Printing Co.

Talladega :::: Alabama

Elks' Theatre

A NEW THEATRE
SEATING CAPACITY 1,000

Talladega : Alabama

Chambers Opera House

JOE CHAMBERS, OWNER & MANAGER

TALLADEGA, ALABAMA

Brannon:
Typographer
Talladega, Ala.

A page of Specimens from Lennis Brannon, Talladega, Ala.

like this pays; for any man whose business is worth anything to him will pay a little more for his printed matter for the sake of getting such work as this. And then, too, it pays in the satisfaction of work well done. I take the liberty of clipping an extract from one of the books:

CHARACTER IN COVER DESIGNS.

A cover design is the key to the success of a catalog or booklet.

It is only by long experience and close touch with commercial illustrating that an artist can portray in an artistic sense the practical requirements of the modern cover design. The many activities of industrial pursuits readily lend themselves to representation by symbol.

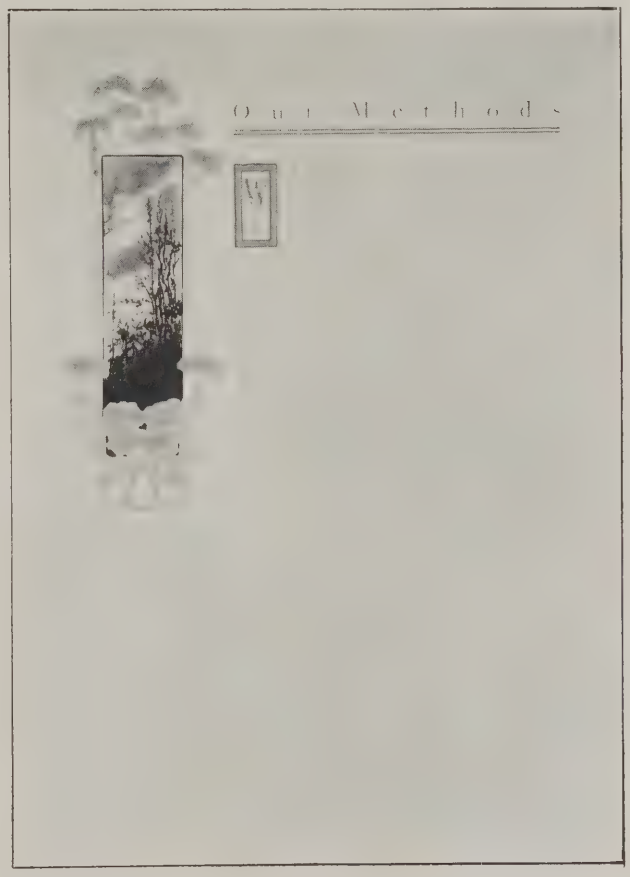
"Art is the external manifestation of the idea, the revelation of the invisible reality through the senses." It is this comprehensive, yet simple, definition of Lilly's which we apply to our cover designs, portraying by symbol or allegory the theme of the work in a manner simple, effective and artistic, adding the touch that gives it value.

A cover design should, in our opinion, not only be a work of art, but an exact expression, independently in itself, of the general argument the book itself is intended to express. But it requires great skill and care to evolve such a design. A too flippant idea may tend to degenerate it into an absolute absurdity, when its true strength should lie in its artistic dignity and the subtle force of a strong suggestion portrayed in some unique manner.

Originality of expression attracts attention immediately and if the remainder of the design possesses sufficient force to hold the mind from wandering to other subjects while the eyes are engaged in viewing it, the cover design is a success so far as its attracting qualities are concerned.

The best cover designs made can be easily ruined in the printing if great care and taste is not exercised. Even a poor design can be much improved by adopting the most suitable color scheme.

Erwin B. Ault, Toledo, Ohio.—Did you ever watch the construction of a steel building? If so, you have seen the workmen put in sections of brick and terra cotta in different places about the building, beginning maybe way up at the eighth or tenth story. These sections apparently stand there alone. They look well enough in themselves, yet they have no particular beauty, and apparently no connection with anything about them. Some of my own work has often struck me as very much resembling these sections. They seem to have no beginning, no ending, nothing to hang to, a first attempt at evolving a form from raw material, like the jelly fish. I have said my own work often looks this way, so I hope you will not consider it too harsh a criticism when I say that some of your specimens strike me as having the same fault. Especially is this true of the debate program. In looking at it one longs to see a line of capital letters, a piece of rule, a word in italics, or anything to take away the dread that the words will fall together in one unintelligible jumble. This applies to some extent also to the cover of the bank statement. The Prophylactic card is the best one of your specimens. Do not send first proofs for criticism, as they are not satisfactory for reproduction, and aside from that the presswork is a large part of a job. Be careful of the proofreading on Old English. A great many readers get caught on it. Your specimens contain at least two errors.



Two pages from work of Republican Publishing Company, Hamilton, Ohio

C. A. Jackson, Foreman, Sparta Printing Company, Sparta, Ill.—Two blotters of average workmanship. The larger one would be much stronger if the Cosmopolitan face had been used only for the main line, filling in the panels with something plainer.

Dell D. Shaw, Mayville, N. D.—Your work is fair work for a town of your size and with the limited facilities which I judge you have. I think you must have made at least some improvement since the time that you were so severely criticised. The letterhead of the Jones Wheat Farm is the best of your

DEPARTMENT OF POSTAL INTERCOMMUNICATION
United States Directory
Washington, D. C.

STEAM FITTING AND GENERAL REPAIR WORK
ALL WORK GIVEN OUR PERSONAL ATTENTION
JULIUS B. LUND & SONS
ENGINEERS AND MACHINISTS
DEALERS IN PULLEYS, HANGERS, SHAFTING, SPROCKET WHEELS, LINK CHAINS, BELTING, BABBIT, ETC
CHEBOYGAN, MICH., 190

H. F. HOWELL BEN NEILSON
Howell & Neilson
REPRESENTING
Canada-North Dakota Land Co.
OF GRAND FORKS, N. D.
See us for rates and dates of excursions to the Canadian Northwest.
NECHE AND HYDE PARK, N. D.

AFTER FIVE DAYS RETURN TO
McFADDEN & CAPITAN
FARM MACHINERY, HARNESS AND GRAIN
NECHE, NORTH DAKOTA

AFTER FIVE DAYS RETURN TO
Queen's Hotel
W. J. BRIDEN, PROPRIETOR
Gretna, - - Manitoba

Specimens by Rex H. Lampman, Neche, N. D.

samples. If the main line, and the lines immediately under it, were thrown at least a pica lower on the sheet, I think you would see an improvement.

Lennis Brannon, Talladega, Ala.—I take pleasure in showing several specimens of your work. They are work of a very high grade, as our readers can see for themselves, but are in no way superior to a large number of other samples that came with them. It is a pleasure to look over your work.

A. K. Ness, Cheboygan, Mich.—Your work is, in the main, characterized by good taste, good type and good presswork. The Mazarin type is a face I have never liked, but of course that is merely a matter of taste. Your letterheads—shown herewith—are original and tasty.

Matthews-Northrup Works, Buffalo.—This noted firm of printers and bookmakers is already in the field with its little vest-pocket "Daily Reminder" for 1906. This is the seven-teenth consecutive year. It is a handy reminder, constantly worrying legitimate publishers with hard propositions, but it is a splendid example of completeness, beauty and favor with advertisers each year.

A. Evan Lamkin, foreman *Rooks County Record*, Stockton, Kansas.—It is the easiest thing in the world to promise a customer that a job will be rushed out for him "just this once," especially if he is a good customer that we are desirous of pleasing. Very often, however, the only occasion for rush work is that the customer has been negligent in preparing his copy, and if the job is rushed out for him once, he is very apt next time to postpone writing his copy until the last minute, depending on you to do the rushing again. It is this practice that should be discouraged. Of course, at times, unforeseen occasions arise which necessitate rush work; and for these we have to do simply the best we can. This may have been the case with the little folder in two colors, which you say was done in less than a half day. On work that does not have time to dry thoroughly I always try to induce the customer to use egg-shell stock, as it has something of the quality of a blotter in taking up ink.

INSURANCE AND INVENTORIES.

BY CHARLES S. BROWN.

Mr. President and Gentlemen of the United Typothetae of America:

MANY years spent in the printing business as a printer, proprietor, selling and buying printing materials of all kinds, making appraisals for courts, partners and receivers, settling fire insurance losses and placing values on printing outfits, has given me experience with, and information of, the sound value of printing plants, kind of insurance policies and schedules, methods employed by insurance adjusters in settling losses, and rate benefits to the assured derived from complying with Underwriters' Rules.

CHARLES S. BROWN.

A fire insurance policy complying with the insurance laws of the State in which it is written is the condensed wisdom of long experience of fire insurance companies, who employ the best talent in the preparation of a policy that is technical, designed to protect the interests of the companies. These policies do not protect the insured to the fullest extent.

The Board of Fire Underwriters fix the rate of premium to be paid by the assured. This rate is determined in accordance with the surroundings and conditions of the risk.

A clean composing room, press room and bindery, with benzine in safety cans, rags in metallic receptacles, zinc under presses, waste paper in bins or pails and removed every night, floors kept clean and free from oil spots and ink, gives the printer the low rate premium.

SCHEDULES FOR PRINTERS, LITHOGRAPHERS, ETC.

Schedule of charges and addition to schedule rate on buildings occupied by Printers and Lithographers:

Buildings occupied by printers or lithographers using hand or foot power, add..... $0.25

Buildings occupied by printers or lithographers using other than hand or foot power (all presses in basement), add ..... .25

Buildings occupied by printers or lithographers using other than hand or foot power (all presses on grade floor), add ..... .50

Buildings occupied by printers or lithographers using other than hand or foot power (presses on second or third floor), add ..... .75

Buildings occupied by printers or lithographers using other than hand or foot power (presses on fourth or fifth floor), add 1.00

Buildings occupied by printers or lithographers using other than hand or foot power (presses above fifth floor), add 1.50

Where book-binding, lithographing, electrotyping, stereotyping or similar specially hazardous industries are carried on under one firm or management, add for each additional hazard ..... .10

For each additional specially hazardous tenant, add.... .10

To above charges add as follows for the following deficiencies:

Benzine. For the use of benzine, gasoline, carbon spirits, benzone, petroleum spirits or mineral turps, by either hand, foot or power printers, the same to be kept in approved metal can, limited to one gallon for any one firm, add..... .25

If not in approved can and supply limited, add..... .50

Presses. In all buildings, presses to have metal under them to receive all drippings of oil (except when presses are on concrete floor), if not on metal, add.. .50

Oily Waste, Rags or Paper. To be removed daily; all oily waste, rags or paper to be kept in approved metal receptacles during the day, and burned under the boilers or removed from the building before closing for the night; if not, add..... .50

Oils. All oils for oiling machinery must be kept in metal cans, the cans to be kept in metal pans and not allowed to drip on floor or any wood; if this rule is violated, add..... .25

Waste Paper. All waste paper to be cleaned up daily and kept in pails or bins and removed from building daily, unless kept in metal lined or fire proof room, then to be removed once a week; if not, add..... .25

Note. The placing of oily rags or paper with waste paper is strictly prohibited.

Paste and Glue Heating. To be done by steam.

If by gas, add..... .10

If by oil, add..... .25

Water Pails. In all rooms or floors occupied by printers, book-binders or lithographers, a sufficient number of pails filled with salt water and marked USE ONLY IN CASE OF FIRE, shall be placed in conspicuous places, to be approved by the Surveyor of this Association; if not, add..... .25

Smoking. No smoking to be allowed on the premises and signs forbidding same to be placed in conspicuous places about the building. If this rule is violated, add .25

Stocks. For all stocks or contents of building occupied by printers or lithographers using hand or foot power, or where presses are in basement or on grade floor, add .25

For all stocks or contents of buildings occupied by printers or lithographers using other than hand or foot power when on grade floor or in basement, provided that the basement stocks are placed on skids not less than 4 inches from the floor, add..... .25

For all other stocks or contents, add..... .50

When a building is charged 25 cents for the use of benzine or other petroleum product, and a warranty forbidding its use is inserted in the policies, and a guarantee also filed with the Superintendent of Ratings of this Association prohibiting its use by all tenants in the building, the charge may be taken off and a rebate allowed.

Sprinklers and fire-alarm systems reduce the rates of premium from 10 to 25 per cent.

It is a well-known fact that the printing office is considered an extra hazardous risk by insurance companies. This keeps the premium rate high. I am told by one of the leading men in the insurance world that one of the reasons for this is that the printer, as a rule, is not prepared to show and prove sound values and furnish proof of loss. There is a doubt in the minds of the companies as to printing office values. There are very few adjusters for the companies who are well enough informed on printing materials to make an intelligent adjustment of sound values and determine the extent of damage. The adjustment of a fire loss of a printing office is work for an expert who makes this class of business a specialty.

I believe this lack of confidence on the part of the insurance companies can be dispelled by the assured and the printing office hazard placed on a plane with the high-class and most desirable risk.

Let it be known to all insurance companies that you are following the instructions and complying with the rules of the Fire Underwriters as to buildings you occupy, their location and surroundings, and the clean condition of your plant, that you have a first-class perpetual inventory system open to them for investigation every day.

The insured should be prepared to show what his plant is worth at the time of a fire. If he can show the companies what his sound value is at the time he insures, it will tend to lower the rate; and it is certainly best for both the assured and the companies to have their liabilities fixed when the policy is written, that both may know what to expect in case of fire, that there may be no dispute and that the insurer will get what he has paid for after the fire. Insurance should be reduced to a science, to an indisputable fixed basis, on which the company must settle, and thus the amount to be paid would be a known quantity to all parties concerned.

The blanket policy is the safe and correct policy; it gives the assured an even chance for a just settlement. A divided schedule is to the advantage of the companies, viz: If your policy reads:

$ 500 on office furniture and fixtures,
5,000 on composing room,
10,000 on press room,
4,000 on bindery,
3,000 on paper stock,

and you happen to have $10,000 worth of paper stock on hand, and the loss or damage is in your paper stock only, the companies will not transfer any of the amounts from the other departments to your stock room to help make up the deficiency between $3,000 and $10,000. If you have a blanket policy covering your entire plant, you will get whatever the amount of damage is to any department, providing you are carrying that amount of insurance required.

I recently asked twenty printers, in as many States, for a copy of their policies and schedules, and those received convinced me that many printers are deficient in the knowledge of insurance matters. Your policies and schedules should be carefully and properly prepared, especially so when you are insuring under 80 per cent and 90 per cent co-insurance. A divided schedule with a co-insurance clause is greatly to the advantage of the company, unless your sound value in each item is known.

The following schedule, or one similar, would seem to me sufficient to cover a blanket form:

$..... On CONTENTS of the premises occupied by the assured in the principally brick, stone, tile and iron buildings, situate and known as Nos. 141-147 and 149-155 Plymouth Place, CHICAGO, ILLINOIS.

IT IS UNDERSTOOD AND AGREED that by the use of the term "CONTENTS" this policy extends to and covers all fixed and movable machines and machinery, including spar parts, attachments and connections, shafting, belting, gearing, hangers, pulleys, millwright work, motors, presses, typesetting, casting and sorting machines, all printing, binding and illustrating machinery, apparatus, equipment and supplies, engravings, electrotypes and stereotype plates, cuts, type, shop and all other furniture and fixtures, advertising matter and office supplies, together with stock of merchandise, consisting chiefly of publications, printed and blank books, stationery, paper and binder's stock and materials, including merchandise manufactured, unmanufactured and in process of manufacture, and all materials and supplies entering into the manufacture thereof, or used in packing and preparing the same for shipment or delivery; it being the intent and meaning of this policy to insure hereunder all of the property of the assured, located as described, and not specifically excluded herein, and also the property of others, held by the assured in trust, on commission or assignment, sold, but not delivered or removed, or for which the assured may be liable in the event of loss; liability being hereby specifically assumed on tools, implements, dies, drawings, manuscript, patterns, pictures, casts, bullion, models, sculpture, scientific apparatus, signs, awnings, office furniture and fixtures, and on property held on storage or for repairs; and it is further understood and agreed that said "CONTENTS" are covered while contained in, on or attached to the buildings above described, in basements, on and under sidewalks, and on platforms adjacent thereto.

IT IS, HOWEVER, UNDERSTOOD AND AGREED that property enumerated in line 38 of the New York Standard form of policy is not covered hereunder, and that this policy does not cover property held by the assured for others, which is specifically insured in the name or names of the owner or owners thereof.

IT IS FURTHER UNDERSTOOD AND AGREED that this policy shall attach in each building in proportion as the value in each bears to the value in all.

IT IS UNDERSTOOD AND AGREED that this insurance does not cover any loss or damage to electrical machinery, apparatus and connections in use, caused by electric currents, whether artificial or natural.

PRIVILEGES.

PERMISSION GRANTED for other insurance; to make ordinary alterations and repairs; to work at all hours; to cease operation as occasion or necessity may require; to generate and use electricity; to use steam, kerosene oil, artificial and natural gas, and for the use of the premises as at present and for other purposes not any more hazardous, and to keep and use all articles and materials usual to the business conducted therein, but the use, handling or storing of benzine, benzole, gasolene, naphtha, calcium carbide, or fireworks is prohibited unless special permit is attached hereto.

SPECIAL PERMIT.

Permission is granted to keep and use benzine, benzole, gasolene, naphtha and other light products of petroleum, provided the quantity of either or all should not exceed five (5) gallons in each of the press rooms on first (1st) and third (3d) floors; two (2) gallons in press room on fourth (4th) floor of building, situate and known as Nos. 141, 143, 145 and 147 Plymouth Place, Chicago, Illinois, and two (2) gallons in press room on the second (2d) floor, and five gallons in press room on third (3d) floor of building situate and known as Nos. 149, 151, 153 and 155 Plymouth Place, Chicago, Illinois, and one (1) gallon in each of the other departments in both buildings, all to be contained in approved metal safety cans, the capacity of each not to exceed one (1) quart, and to keep the main supply of same, not exceeding fifty (50) gallons in quantity, on the premises outside of the buildings and adjacent thereto.

EIGHTY PER CENT CONTRIBUTION CLAUSE.

In consideration of the rate at which this policy is written it is expressly stipulated and made a condition of this contract, that this policy shall be liable for no greater proportion of any loss than the amount hereby insured bears to eighty per cent (80 per cent) of the actual cash value of the property described herein at the time when such loss shall happen, nor for more than the proportion which this policy bears to the total contributing insurance thereon.

LIGHTNING CLAUSE.

This policy shall cover any direct loss or damage caused by lightning, except loss or damage to electrical machinery and apparatus and connections in use (meaning thereby the commonly accepted use of the term lightning, and in no case to include loss or damage by cyclone, tornado or windstorm), not

exceeding the sum insured nor the interest of the insured in the property and subject in all other respects to the terms and conditions of this policy. PROVIDED, however, if there shall be any other fire insurance on said property, this company shall be liable only pro rata with such other insurance for any direct loss by lightning, whether such other insurance be against direct loss by lightning or not.

STANDARD TIME CLAUSE.

Wherever in this policy mention is made of any hour of the day or night, this same shall refer to Capital Central Standard Time.

ATTACHED TO AND FORMING PART OF POLICY NO. ..... of the .....INSURANCE COMPANY OF .....

..... Agent.

"The 80 per cent insurance clause," as adopted by the Chicago Fire Underwriters' Association, provides that the established rates are based upon insurance being carried to the amount of at least 80 per cent of value of property, and is as follows:

It is a part of the consideration of this policy, and the basis upon which the rate of premium is fixed, that the assured shall maintain insurance on the property described by this policy, to the extent of at least 80 per cent of the actual cash value thereof, and that failing so to do, the insured shall be a co-insurer to the extent of such deficit, and to that extent shall bear his, her, or their proportion of any loss; and it is expressly agreed that in case there shall be more than one item or division in the form of this policy, this clause shall apply to each and every item.

It has no effect whatever when insurance is carried to the amount of 80 per cent of value or more. In this case, insurance pays the entire loss, not exceeding the amount of policy.

Example: Value $10,000, insurance $8,000, loss $6,000; insurance pays $6,000. Loss $8,000; insurance pays $8,000. Loss $9,000; insurance pays $8,000.

It has no effect whatever when the loss equals or exceeds 80 per cent of value, no matter what the insurance is. In this case also insurance pays entire loss, not exceeding amount of policy. Example: Value $10,000, insurance $6,000, loss $8,000 or more; insurance pays $6,000, which is the total amount of insurance.

When both insurance and loss fall below 80 per cent of the value the assured becomes a co-insurer—that is, stands as an insurance company—to the amount of the difference between 80 per cent of the value and the actual insurance in force at the time of fire.

Example: Value $10,000, insurance $7,000, loss $5,000; 80 per cent of the value, $8,000, amount of contributing insurance required. Insurance company or companies, insures $7,000; pays $4,375. Assured insures (co-insurance) $1,000 and pays $625.

If your policy schedule reads

$ 1,000 on office furniture and fixtures,
5,000 on composing room,
20,000 on press room,
10,000 on bindery,
8,000 on paper stock,

and you are not insured to 80 per cent on one or two of the items, you are a co-insurer on those items. If you are carrying more than 80 per cent insurance on the other items the companies will not transfer a loss from the under- to the over-insured items. A blanket policy avoids this unnecessary risk on your part.

Do not depend upon your insurance agent to write your schedules. They know very little about printing plants and may be partial to divided schedules.

Your local agent solicits your business. He is glad to accept your risk and writes for you all the insurance you want because he gets his commission. The fact that he will write for you policies amounting to more than the value of your plant and accept the premiums paid him without asking for your inventory before a fire is not, in my opinion, a just business transaction, especially when we know that the companies send shrewd and sharp adjusters to settle with you after a fire. The solicitor of your insurance has nothing to do with the settlement of your loss. Solicitors are paid for getting your business, while adjusters are paid for getting depreciations and buying your plant as cheap as they can. If your material is scheduled properly, in every department, under their own discount headings, in the composing room, press room, bindery, engraving plant, electrotype plant, stereotype plant, proof room, mailing room, shipping room and engine room, with prices carried out at list where discount prevails—not where you buy net—and you hand your inventory to an insurance adjuster, it is up to him to figure off the discounts and bring your plant down to its net market cash value. Then he will ask you for a depreciation. You are prepared to meet him on an equal business footing. You have not already depreciated your property and given him an opportunity of asking for further reductions in order to keep the cash payment, which he expects to pay for your loss, as low as possible.

There are several values to be placed on a printing office—value as a running business, value for tax assessment, value if sold under the hammer, fire insurance value.

A printing office sold under the hammer will bring only what the auctioneer knocks it down for. It will sell as a business investment according to the dividends it is paying and the good will it carries. It should be taxed according to the appraised value less good will and with depreciations deducted. The insurance companies reserve the right in their contract with you to replace your plant at whatever the market value shall be. An up-to-date printing plant, the owners of which are continually buying new to replace the old material, should be as good at one time as at another. The object of taking on insurance is to guarantee yourself against loss; it is not a speculative proposition with you. Your plant was not for sale before the fire; you insured and paid premiums as a guarantee to yourself that you would continue the business.

If your plant inventories $10,000 net value and burns, and you are carrying policies of $10,000, and it will cost you $10,000 to replace your plant to do the same volume of business that you did before the fire, is it not fair to expect the insurance companies to either pay you $10,000 or buy a plant for you that is equally as good as your $10,000 plant?

The public adjuster of fire losses charges 5 per cent of the amount of the damage sustained, or $25 per day, for his services compiling and arranging your inventory after the fire occurs. The better way is to prepare your inventory before the fire and make your own settlement with the insurance adjusters after the fire. A perpetual inventory system informs you of your plant value every hour of the day, every day of the week, every week of the month and every month of the year. Insurance companies will accept it as proof positive of loss; commercial agencies will accept it as a means for fixing a customer's rating; officers and stockholders of corporations will accept it as proof of their asset value, and managers will accept it as a guide by which to order material to match and supplement what they already have.

A correct inventory will tell how much insurance to carry and save expense of appraisers and time lost in the disputes which always arise if the assured is not prepared to show insurance companies what his plant value was before a fire. It protects you on the 80 per cent co-insurance plan and puts you in good standing with all insurance companies.

Taking, compiling, pricing and recapitulating an inventory of a printing plant is not the easiest and most pleasant job,

and no man but he who has had unlimited experience as a printer and is familiar with printing material names, sizes, schemes and values in all departments can make a correct inventory. A perpetual system of inventory prepares you for a fire insurance settlement, gives you information of the actual amount of your purchases, the name of the manufacturers of the goods you buy, the size and name of the article, so that you are enabled to match and supplement any material that you already have on hand. As your bills come in you charge them to whatever account they belong. If it is leads and slugs it goes to the lead and slug account; if it is brass rule it goes to the brass rule account; if it is body type it goes to the body type account, and so on, and you are not compelled to run through your journals, ledgers and day books to inform yourself of what you bought, where you bought it and how much you paid for it. At the end of every business year, instead of going to the large expense of making a new inventory and trusting your employes to make it correctly, you need only add up the different lines of material, carry them forward to recapitulation, take off the prevailing discount and bring your plant down to a net cash value as a new plant. You are then prepared to make your depreciations from the recapitulation, but the inventory book itself has not been disturbed. You know it is correct because you have taken it direct from the bills and catalogue and have taken off the discounts in your recapitulations. You have a perpetual system. You are prepared to make your inventory every night. It saves you time, expense, worry and bother and prepares you for any and all kinds of valuations.

There are four propositions in fire insurance that are of greatest financial importance to the insured.

First: Place your risk with the companies having the highest standing financially and endorsed by the insurance commissioners of the different States.

Second: Secure a low rate of premium if possible by working as an association, showing the underwriters and companies that your risks are reduced to the minimum because the conditions of your manufacturing plants are kept within the requirements of the insurance rules.

Third: Have your policies and schedules correctly written so that technicalities may not allow adjusters or appraisers to shirk responsibility and payments of certain parts of a loss because of a divided schedule.

Fourth: A correct inventory is proof of loss and must be furnished the fire insurance adjuster before he can proceed with your settlement.

In conclusion, gentlemen, I earnestly thank you for your patience and kind attention.

Mr. Brown was given a unanimous vote of thanks by the convention.

* * *

SOME OBSERVATIONS.

"The marked trait possessed by the successful men with whom I have associated is the habit of thinking and acting for themselves."—*D. Ogden Mills.*

* * *

"I formed the determination early that I would be indispensable and that there would be nothing in the steel business which I would not know."—*Andrew Carnegie.*

* * *

"Education is intended primarily to develop systematic habits in a man; to give control of his intellectual powers; to fit him in such a manner that he may be able to direct those powers successfully in any special direction."—*President Harper, of The University of Chicago.*

N. E. A. JOURNEY.

AS NARRATED in the September number of the NATIONAL PRINTER-JOURNALIST, the third stage of the journey of the National Editorial Association in its 1905 outing, began at San Antonio, the most interesting city in the Southwest. It is interesting not merely because of its historical associations, but because it is one of the largest of the old Spanish settlements, the site of a great military establishment, and to-day a most enterprising and flourishing American city. So much has been written about the brave defenders of the Alamo that I might be excused for merely mentioning that the Alamo still stands, the Mecca for all visitors to San Antonio, but its story is so inspiring and has so much to do with the history of the country about to be visited, that I cannot resist the temptation to tell it again. Spanish explorers, traders and missionaries, moving northward from Mexico nearly two centuries ago, established a chain of missions in the Southwest and on the Pacific coast, the ruins of which we shall see as we journey towards Portland. San Antonio was one of the chief settlements, and the ruins of half a dozen missions remain in the city or vicinity. The Alamo was the Mission of San Antonio de Valero, which was secularized by the Spanish government in 1793 and became a fort occupied by a military garrison. After the Louisiana purchase Texas was settled largely by Americans who, under Austin, sought the admission of Texas as a state of the Mexican Union. But Austin was imprisoned and a Mexican army was sent to Texas to quell the turbulent American pioneers. The Americans rose in armed rebellion and after defeating the Mexicans proclaimed Texas a free and independent Republic. Santa Anna collected an army of 7,500 men and marched against the rebels. His massacre of a Texas command captured at Goliad led to the heroic defense of the Alamo. One hundred and fifty citizen soldiers, led by such men as Travis, Crockett and Bowie, were beseiged in the Alamo by Santa Anna in command of 5,000 Mexican regulars. They had opportunities to escape, but decided to remain and fight to the death; in fact, thirty-two others fought their way in, that they might share the fate of the original band. The battle lasted for eleven days, during which the skilled defenders killed 1,500 of their assailants. But they could not stand out against the overwhelming odds. Travis, the commander, was killed while on the wall; Col. Bowie, sick in bed, was bayoneted where he lay, and the famous David Crockett fell behind a rampart of assailants he had killed. One woman, a child and a negro servant alone survived. The woman lived to a great age and until ten years was an object of interest to all who visited San Antonio. The Alamo, sufficiently restored to preserve it from the elements, but in much the same condition as during the siege, is an object of very great interest. The fight there inspired the Texans to renewed efforts for freedom. Sam Houston annihilated the Mexican army at San Jacinto, capturing Santa Anna, but desultory warfare continued for years. The independence of Texas, which included, besides the state of that name, the greater part of New Mexico, parts of Colorado and Kansas, and No Man's Land, was acknowledged by the United States in 1839. Upon its own motion the Republic was admitted to the Union in 1845 as a single state, but with provision for its ultimate division into five states. Texas was paid $10,000,000 for the territory beyond its present boundaries. Disputes regarding the Mexican boundary line led to the war with Mexico.

San Antonio is the headquarters of the United States Army in Texas, and the military reservation, with its great barracks, is one of the show places of the city, overlooking the latter and presenting a splendid view. The old Spanish quarter remains and is of special interest to visitors from the North, but about it has been built an up-to-date American

city, with fine stores, hotels, office buildings, etc., and trolley lines that carry one to every place of interest. The United States Post Office is a very handsome building, in the Mission style of architecture. Prior to its erection government buildings had been designed in Washington, usually from classic models, without regard to their location. The success attending the employment of local architects to design the San Antonio post office led to the adoption of a system that has given local character to many other government buildings. The influence of Spanish culture upon the architecture of the Southwest and of the Pacific slope should not be overlooked. The missionaries were cultivated men and brought to the new land knowledge of architecture and the arts of design wholly foreign to the "practical" pioneers who settled upon the eastern seaboard. The Spaniards built chapels or mission houses that are still beautiful in their ruins, and they decorated their churches and cathedrals with good taste. The influence of good example is seen to this day throughout the region occupied by them. Even the cheap seaside resorts are much more picturesque and tasteful than similar resorts in the East. There is scarcely a city west of the Mississippi river that is not architecturally superior to its Eastern rivals, chiefly because the people have had good examples before them, instead of being dependent upon the imagination of uncultured country carpenters. The mural decorations of the churches also exhibit good taste, and fine sculpture abounds; but the West seems to have little judgment respecting pictures, and few paintings are to be seen even in the art galleries that would pass muster in the East, nor is there any exhibition of local talent for art, except in its crudest form.

One of the curiosities of San Antonio which every one is expected to visit is a saloon decorated with thousands of horns and antlers. There are some very fine and rare specimens in the collection, including the horns of animals now nearly extinct. They are used to decorate the walls of the saloon and prove very effective ornaments, as well as a drawing card.

After a pleasant day in San Antonio we left in the evening over the Southern Pacific railroad, as heretofore narrated, and the next evening, June 16, arrived at El Paso. The part of the trip made in daylight was through a high table land with bleak-looking mountains on either side, but they were capable of taking on picturesque forms and colors when the sun was low. The elevation at San Antonio was less than 600 feet, but when we awoke in the morning we were more than 3,000 feet above sea level, and continued to ascend until we were nearly a mile high. Then we descended gradually—El Paso being about 3,700 feet above the sea. It was formerly Paso del Norte—the pass of the North—and the Indian town occupied both sides of the Rio Grande. Three hundred years ago the Spanish missionaries erected a church in El Paso that is still standing. The Rio Grande having become the boundary line between Mexico and the United States, the city on the northern bank has been Americanized and is known as El Paso. The Mexicon city known as Cinudad Juarez retains its old characteristics to a marked degree. An electric car line joins the two cities, customs offices being established at each end of the long bridge.

When our train rolled into El Paso we found the whole populace awaiting us, with a fine brass band and a reception committee of the Elks, who escorted us to the Plaza, where a speech of welcome was delivered by a brilliant young attorney, Zach Cobb, grandson of Howell Cobb, of President Buchanan's cabinet. The Elks were preparing to attend a convention at Buffalo and were attired for the first time in their new uniform. It was of black cloth, tight-fitting trousers and short Mexican jackets, both trousers and jackets decorated with a profusion of silver coins, from ten-cent pieces to dollars. Costly sombreros completed the costume. The Elks had arranged to take with them the Mexican band that entertained us, and estimated the cost of their trip at $20,000.

As we did not reach El Paso until late in the afternoon we were hurriedly taken by electric cars to Juarez, where the Mexican officials, with the aid of their wives and daughters, had arranged a reception for us in the handsome custom house. Refreshments were served by Spanish beauties, attended by gallant young men. They presented a charming picture. The young men carried the trays and the ladies handed out the liquid refreshments and the cigars. The visiting editors and their wives had too little time to do justice to this very elegant entertainment. They hurried out to see the old church, the post office, whence they sent out hundreds of souvenir postal cards and the stores where they bought vast quantities of drawn work, jewelry, cigars, etc.

Upon our return the United States Customs officers stopped the cars and went through the form of examining us for dutiable articles, but did not find any. The ladies did all the buying and turned over what they had bought to their husbands. The polite customs officers, knowing this, asked the ladies whether they had any dutiable articles, and were truthfully answered in the negative. Then they turned to the husbands and asked them whether they had *bought* any dutiable articles. The husbands could also answer no with a clear conscience, and thus we passed the Customs House with a delay of not more than ten minutes. The light of day was rapidly failing, but we found time for a trolley ride about the city, which seems to be very prosperous, and, upon our return, filled in the rest of our time in the handsome stores, where more purchases were made, to be sent home to friends. The next day many of the editors and some of their wives and sweethearts appeared in Mexican sombreros, which became a great nuisance before the trip was ended.

Mission at El Paso, Texas.

Water Color Sketch by A. B. Burk.

Eastward from El Paso the railway time is Central and two hours faster than Pacific time, which governs from San Francisco to El Paso. Further north, mountain time makes another division between Central and Pacific. Leaving El Paso at 9 p. m., Pacific time, June 16, we traveled for nearly two full days before we reached Riverside, California. The journey was over high table lands for several hundred miles. In the morning we stopped at Tucson long enough to get some rolls and coffee provided by the enterprising Board of Trade of that place. By the way, every little town in the West has its Board of Trade, and the merchants join heartily in booming their home town. In the older Eastern cities it is difficult to get rival merchants to co-operate, but in the West all seem to recognize the fact that they should, first of all, bring business to the town and then hustle to get their share of it. Every place we visited had its board of trade, with illustrated literature to distribute to travelers. Tucson is a well built American city, with traces of its old career as a Mexican

mission, and has a great reputation for curing the sick. In the immediate neighborhood are rich ore-bearing mountains, which are tributary to the city. The Santa Cruz river, which flows from the Sonora mountains through Tucson, disappears soon afterwards and is supposed to flow one hundred miles underground to the Gila river. At Maricopa, 86 miles west of Tucson, a branch line, which we did not follow, runs 34 miles north to Phoenix, the capital of Arizona. Soon after leaving Maricopa the road begins to descend from the high table land and at Yuma the altitude is only 140 feet. Beyond Yuma the road, now in California, continues to descend until Salton is reached, 263 feet below sea level. Yuma is supposed to be the hottest place in the United States. When we arrived the temperature was 108 degrees in the shade and the day was considered delightful. As a matter of fact we had suffered no discomfort in our journey. The air was perfectly dry and there were no cinders from our oil-burning locomotives, so that we traveled in comfort with wide-open windows. Sometimes, we were told, travelers suffered greatly from alkaline dust in crossing the desert lands, but for some reason we escaped this experience. We were also told of wonderful mirage effects produced by the hot sun beating upon the white sand and giving rise to chlorine vapors, but we saw nothing of the kind, or, if we did, failed to recognize it. At Yuma the railroad crosses the Colorado river on a steel bridge, and soon thereafter enters the dried-up bed of an inland ocean, formerly the head of the Gulf of California. This ocean bed is a great producer of salt. At Salton there are great salt works and a short distance south are the fields, so to speak, where the salt is gathered. The concentrated brine rises to the surface by capillary attraction and there the liquefying water is evaporated by the sun's rays, leaving a crust of almost pure table salt. It is scraped up by plows into windrows and taken by cars on tramways to Salton to be purified and packed. Leaving Salton the road rises out of the ocean bed, and at Indio, a health resort, is only 20 feet below sea level. Twenty miles beyond, Palm Springs forms an oasis in the desert at an altitude of 584 feet. From this point onward the character of the scenery improves. We were climbing the mountains again, and 1,350 miles west of San Antonio we crossed the mountains between the San Bernardino and the San Jacinto ranges, by San Gorgonia Pass, and descended into the valley ruled by Los Angeles.

Our journey from Texas had carried us through New Mexico and Arizona to California. We entered the latter state when we crossed the Colorado river at Yuma, and for many miles traversed a great desert, which may be made fruitful in time by irrigation. Means have been devised to wash the alkali out of the earth so as to prepare it for the growth of vegetation, and whenever land in the West becomes valuable enough to justify the effort, these lands will be reclaimed. There is another project—that of breaking down the barrier between the Gulf of California and the dry bed of the inland sea, and thus changing the climate of the region, but it is too late to make such an experiment. Property interests to be affected by the inundation are too valuable to permit such an undertaking. While traveling through the desert our attention was called to the movement of the sand towards the Northeast, forming what are called hog-wallows. The sand drifts in well marked hills and furrows, the former several feet in height. The only remarkable thing about the hog-wallows is the size of the hills. Precisely the same movement of sand on a small scale is to be seen on the New Jersey coast. In Arizona the winds blow in only one direction, from the Southwest, and there is very little rainfall; consequently the sand movement is continuous in one direction. On the New Jersey coast a similar movement is repeatedly broken down by contrary winds or by rainstorms. Nevertheless, the hog-wallows on a small scale can be found on the New Jersey beaches. In Arizona the movement of the sand is formidable, and some day in the future it will give great trouble to the Southern Pacific Railroad Company unless in the meantime some means should be found to arrest it.

We entered California in the afternoon and saw little of the state, except the desert portion, until the next morning, June 18, when we awoke at Riverside. We had passed Colton about midnight, and Colton is the center of the citrus fruit-growing region of California. Within a few miles are such noted places as Riverside, Redlands and San Bernardino, all of which can be visited in a day by train or trolley. The whole region has been redeemed by irrigation and almost fabulous stories are told of the profits realized from orange culture in Riverside, Redlands and the neighboring country. According to the boomers of these places a net income of $2,000 a year can be obtained from ten acres set out with oranges, and the ten acres cost only $2,500. Be this as it may, the country is undoubtedly rich and the agricultural returns are made reasonably certain by the absence of heavy rainfalls and the certainty of results achieved by irrigation. The cost of water per acre ranges from $2 to $10 per annum, being rather less than the cost of fertilizers. The yield of an orange grove in its prime is about $250 per acre.

Our schedule did not permit us to see much of this interesting region. We landed at Riverside after midnight and when we awoke it was Sunday morning, and most of the stores were closed. We had until noon, however, to view the place, and our first move was to the trolley cars. A local committee had arranged to escort us over the lines, and we had a delightful trip on well shaded avenues lined with the so-called pepper trees and immense palms. Our headquarters were at the Glenwood, a very attractive modern hotel built about the old Adobe or Casino beside the stately Campanile, with its chime of mission bells. The Glenwood is a remarkably picturesque structure in the Mission style of architecture, decorated simply and with good taste. On the Glenwood grounds is the original navel orange tree, parent of all others in California, which was replanted by President Roosevelt when he visited Riverside, and is now preserved as a curiosity behind an iron railing. Our introduction to California was delightful, for Riverside is a beautiful city, and from the heights about the city splendid views are obtained of the great orange orchards. The climate is delightful, and if change is desired, the mountains or the ocean are within a few hours' ride. But we had no time to tarry even at this delightful resort; at noon we were off again and in a few hours reached Los Angeles, where we were booked to stay three days. Thus far we had lived on the cars, but at Los Angeles our train was turned over to the cleaners, while we removed to hotels.

Wherever we went in the far West we found people from our home towns hungry for news of the East. It did not seem to matter how prosperous they had been or what their social and family ties had become—home, to them, was east of the Mississippi river, and they were grateful if one could introduce them to an editor who had come from some place within a hundred miles of "home." Some members of our party had prepared in advance to meet old neighbors. Thus one of our Pennsylvania editors had made out a list of the Western addresses of all the people who had removed from his home town and vicinity during the last thirty years, and it appeared from the size of the list that everybody who could afford it had emigrated, and he spent the greater part of his time telegraphing ahead to his relatives and friends that he was coming and then receiving them at the various stations. It was a pleasure to meet these former Pennsylvanians. They all pretended to be enjoying life on the Pacific coast, but their evident hunger for news of home in the hills of Pennsylvania was pathetic. The delegates from other states had similar experiences, but not, we believe, to the same degree—for there

is only one Pennsylvania.

Los Angeles gave us good entertainment. It is a rich and beautiful city and offers many side trips of interest. In the morning after our arrival we started out as the guests of the Chamber of Commerce, the Pacific Electric Railway and the Board of Trade of Pasadena for a trip to Mount Lowe. Electric cars carried us through Pasadena, one of the richest towns in California, peopled chiefly by millionaires, to the fort of Mount Lowe, upon whose steep sides a scenic railway has been built by Professor Lowe, a Pennsylvanian who made a fortune by his invention of so-called water gas. The railway nearly bankrupted him, but is now a good investment. The first stage of the ascent of Mount Lowe is by an inclined rope-haul railway, from the summit of which a fine view may be obtained of the surrounding country, extending on clear days to the ocean. From the summit of the inclined railway a trolley road is built on the precipitous sides of the mountain to Alpine heights, where there is an Inn, at which we dined. The railroad looks extremely dangerous, though no accidents have occurred on it, and it provides delightful views of the valleys beneath. There is little to be seen from the Inn, although it is near the summit. The adventurous go from it on foot or on the backs of burros to the summit, from which there is an unobstructed view of all the country roundabout.

On Mount Lowe.

Water-Color Sketch by A. B. Burk.

Returning from Mount Lowe the editors were taken on a drive through Pasadena, which boasts of having 52 millionaire residents—one for each week in the year. Electric cars, carriages and automobiles were pressed into the service, and at the end of the ride a dainty luncheon was served. Finally each member of the party was given a handsome souvenir of Pasadena in the shape of a volume of photogravures showing the principal residences and public buildings. No more tasteful or generous entertainment was given us anywhere than at Pasadena.

Returning to Los Angeles a reception awaited us at the elegant residence of Mr. Warren Wilson, a journalist whose lines have fallen in pleasant places. He has a fine home in the suburbs of Los Angeles, two acres of land set out with fine shrubbery, great palm trees and beautiful flowers. The grounds were decorated with a profusion of electric lights and an orchestra concealed in the shrubbery discoursed excellent music in the intervals of speech-making. The speeches were extremely interesting, as they told the story of the development of Los Angeles and the surrounding country and the immense rise in values of real estate that followed the introduction of capital and the development of irrigation. The hospitality extended to the delegates was as tasteful as generous, and all who attended the reception left with pleasant impressions not only of Los Angeles, but of the angels who reside there.

But the crowning feature of the visit to Los Angeles, and to the writer the most enjoyable of the entire trip, was the journey to Catalina island the next day, June 20. Abandoning our Pullman cars we made the journey to San Pedro in regular coaches and there boarded a fine ocean steamer for the voyage to Catalina island, about twenty miles away. The sea on the outward trip was as smooth as a duck pond and there was no reason why anyone should have been disturbed by the motion of the vessel, but very few of the editors or their wives had ever been to sea and nearly all of them were alarmed by stories of the sea sickness that was sure to attend the voyage. The influence of mind over matter was seen in the result. There were many cases of sea sickness and each one provoked another by example. The result was that nearly all the editors were sick on the way out, and those who escaped in going fell victims on the return voyage, when the sea was rougher and the steamer encountered long swells. For those who managed to keep their feet and control their stomachs the voyage was one of great delight. The scenery as the vessel passed up the coast was extremely picturesque and the trip was enlivened by the appearance of hundreds of flying fish disturbed by the passing of the steamer. The flying fish protects itself from enemies of the deep by leaving the water and sailing off to a considerable distance before it re-enters the water. As it

Sugar Loaf, Catalina Island.

Photo by Ironmonger.

emerges from the water it flaps its wings violently to get a start and then sails through the air gracefully until it sinks again in the waves. Its flight is usually for a distance of about one hundred feet, but it can on occasion maintain itself in the air for at least twice that distance. Those that we saw were evidently frightened out of the water by the boat and appeared off the bow, flying away from what was to them no doubt a monster of the deep.

The feature of chief interest at Catalina island is the view to be obtained of the submarine gardens from glass bottomed boats. The water at this place is extremely clear, being free from sediment, and numerous boats of all kinds—rowboats, sailing craft and steamers—are provided with glass bottoms through which the wonderful sub-marine gardens may be viewed. We chose a steam launch which had two cockpits, about which a score of passengers were seated. The bottom of each cockpit was made of plate glass, through which one could see the bottom of the sea at depths as great as 100 feet. Near the shore nothing was to be seen except clean white sand, but within 100 yards of the beach we came upon the famous gardens, and moved about them for an hour, enjoying a scene of exceptional beauty. The depth of water varied from 20 to 100 feet. The scene disclosed baffles description. The submarine garden has a great variety of foliage, all in graceful motion, the plant of chief interest being the Iodine

kelp, from which iodine is extracted. Mosses, sea weeds and other vegetable growths added richness to the color scheme, and in and through the great marine garden passed fishes, large and small, entirely oblivious of the curious eyes gazing at them from the glass-bottomed boats. The sun was shining brightly and it passed down through the clear waters to light up caverns containing strange creatures of the crab and lobster tribes, here to be studied in their native habitat. The waters in this neighborhood teem with animal life, and from the glass-bottomed boats one may view the fishes without disturbing them. But the chief charm of the submarine garden lies in the beautiful form, exquisite coloring and graceful movement of the plants. It is worth a trip to California to see the submarine gardens.

Stream at Shasta Springs.

Water Color Sketch by A. B. Burk.

This, however, is not the only attraction of Catalina island. The fishing is unsurpassed, the favorite subject of the sportsman's skill being the leaping Tuna, which reaches a weight of 250 pounds, and is taken with rod and reel. The hunting also is excellent, with the wild goat as the chief prey. There are several tent settlements on the island, this being a favorite method of housing summer visitors on the Pacific coast. A floored tent is provided with single or double bed, bedding, table, rocking and folding chairs, washstand, looking glass, clean linen and towels, and is rented at low rates. Nearly all of the tenters take meals at restaurants or hotels, but if they desire to do so they can rent cooking tents and cooking utensils and dishes. The entire cost for four persons, except for food, in one of the tent cities, including kitchen utensils, need not exceed $14 per week. The climate is such that life in a tent is thoroughly enjoyable.

With pleasant recollections of Catalina island we started on our return voyage, but the Pacific on this occasion belied its name and forced nearly all of those who had not already yielded tribute to "seek the seclusion that the cabin grants."

In the evening we attended a reception at the Board of Trade rooms, which contain a fine exhibit of the resources of California, and the next morning started on our trip northward, which will be the subject of our next chapter.

* * *

SUCCESS THROUGH SYSTEM, DISCIPLINE AND HARMONY.

The following from an article by Nathaniel C. Fowler in *Human Life*, with regard to the career and success of Governor Douglas, of Massachusetts, is so filled with the principles of practical business wisdom, put into practice, that, we deem, no greater service could be rendered to printers and publishers than the reproduction of the same here:

A FACTORY RUN LIKE A MAN-OF-WAR.

The factory is run like a man-of-war. Each man is at his post. Discipline is everywhere, but it is not obnoxious. No one is allowed to do less than his duty, and when he does more than he is hired to do a better position and more pay await him. Douglas is one of the few captains of industry broad enough to admit that an officer without men is as badly off as would be the men without a commander. Douglas alone would have been a failure. Douglas' men without Douglas would have made only moderate success. The combination of Douglas and his men has built up the greatest business in its class in the world, and has established upon an everlasting basis one of the largest factories in the catalogue of accomplishment.

The shoe factory is a great big, entirely modern, sunlighted, pleasant, healthy, homelike workshop; and every worker, from the superintendent to the boy at the door, is a member of the Douglas family. The atmosphere radiates good will and happy harmony. There are no strikes or lockouts there. A grievance is not allowed to become permanent and dissatisfaction can never become chronic. All are allowed to talk it over with Douglas; and when they do, Douglas is not their employer, but their friend and counselor. A committee of employees form a harmony board, and respectfully invite malcontents and strike-breeders to become conspicuous by their absence.

The Douglas factory is an institution, not a mere workshop. It is a combination of well built, well inspected materiality, with an atmosphere which breeds and develops the better part of man.

The Douglas employee is a favored man. He is envied by the workers in other factories. It means something to be a Douglas worker, to have stayed in the factory for a number of years. It means that a man is faithful, prompt, quick, willing and thoughtful of the interests of his employer. It means no shirking, no slipshod workmanship, no half-hearted endeavor. It means intelligent work of brain and hand and heart. To be a Douglas man is to be a man with a recommendation worth its face value anywhere. The Douglas employee is in a class by himself.

Douglas is not an extravagant man. He has neither summer palace, nor stables of horses, nor barns of blooded stock, nor yacht, nor other expensive fads. He lives in two houses, and in only two—his comfortable and commodious home house at Brockton, and his rather modest and by no means palatial summer house at Monument Beach.

* * *

SUGGESTIVE REPROOFING.

Let all newspaper criticisms and reproof be given in all humility and good feeling for the general good and not for the purpose of displaying the editor's superiority. Let all efforts for improvement or righting of wrong be in the form of suggestions, not of dictatorial pronouncements, or commands.

NEWSPAPER CRITICISMS

BY O. BYRON COPPER, DE SOTO, WIS.

Address all Communications for this Department to De Soto, Wis.

TO BE successful at anything one must be a successful thinker, and especially is this true of those interested in newspaper-making. It is so with the publisher, it is so with the editor, it is so with the reporter, with the compositor, the pressman—in fact, with every member of the force. The act which is preceded and accompanied by careful thought is like a well-aimed blow—it is effective. But the editorial of the editor, whose whole mind is not in his work, is worthless; or, the work of that editor whose writing is done while his mind wanders amid "estates in sunny France," is not what it might have been, nor what it should have been. It is all right to build air castles, for we must certainly always have castles in the air, or in our minds, ere we can possibly have them on the ground, but these joyful little "raisings" of the imagination should not be allowed to break in upon the work at hand.

The printer who puts in his day at the shop with one eye constantly on the clock and his mind hovering o'er prospective outside pleasures, invariably turns out an inferior product, because it is a *thoughtless* product. He makes his work a veritable drudgery, because to him his work is a menace to his happiness—a barrier between him and immediate pleasure.

The whole truth about this problem of the making of a successful career is this: Be thoughtful in the execution of the duties of the present hour; and during leisure moments study—think—learn—how to accomplish the tasks of the next hour. The lives of great men all teach us this; but we do not have to go beyond the common, ordinary circles of life to see it demonstrated. Have we not seen thoughtful, studious printers' devils evolve into prosperous, progressive publishers, whereas many a plodding, *thoughtless* compositor grows gray at the case simply because he sticks type mechanically, with his mind lingering fondly o'er the plot of a half-read novel, or preceding its owner to the card table at the corner saloon? His sole aim is merely "to put in his time," hence that is as far as he ever gets.

Success is, after all, merely a matter of mind development. And mind is exactly like muscle, inasmuch as that its strength increases with use. And as one's mind develops his individuality is likewise strengthened, and with that in a like degree comes strength of originality.

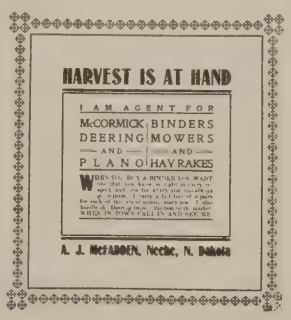
If you are an editor and wish to enhance your success, then, when you read, whether that which has attracted you be the columns of an exchange, an article or book of fact or fiction, read it with a purpose—*the* purpose of learning something that will benefit you in your calling. Read the columns of your own paper, even, study them from all points of view. Do not glance over them carelessly and thoughtlessly, but *think* while you act, and see that your thought is riveted to the act. It is a good plan for the head of a newspaper, after the rush and worry of press-day is all over, to take a copy of his sheet and sit calmly down to study it, scrutinize it, criticize it, in every conceivable detail, so that the following issue may be made better. That publisher will be successful. And very much the same advice might be extended to all other members of the force. Let the pressman study and compare the pages of his own sheet with those on the exchange table, for a possible hint for improvement; let the make-up do likewise; let the ad-compositor study the details of every piece of composition with which he is confronted, with a view to the perfection of his education. And most important of all, mix some thought into this scrutiny, for it is not the sight of typographical specimens that benefits, but the thinking which the sight suggests, the study which the specimen deserves. Deep meditation along the lines upon which more knowledge is desired is one of the greatest schools on earth. This was the school from which Jesus of Nazareth was a graduate, so that when He answered the questions of the doctors and scribes they were astonished at his great wisdom and understanding.

The great number of contributions and communications which have come to us this past month is a gratifying assurance of the growing popularity of THE NATIONAL PRINTER-JOURNALIST among the progressive members of the calling, and a material demonstration that our conscientious efforts to do its department of "Newspaper Criticisms" justice is also being appreciated. The first we come to is this from our artist-friend, Rex H. Lampman, of Neche, N. Dak.:

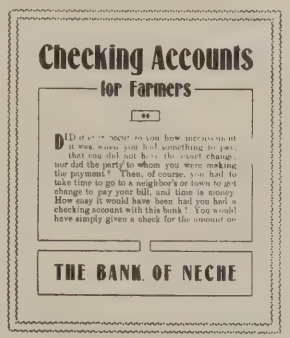
DEAR MR. COPPER:—The last issue of the NATIONAL PRINTER-JOURNALIST to hand, and I write to thank you for what you have to say of my ad efforts. While scarce hoping to be again favored as I was in the August number, I send under separate cover some more ad specimens. We change the two larger general merchandise ads each week now, also some of the smaller ones, for instance, the Bank of Neche ad, of which I send you two specimens.

Yours truly, REX H. LAMPMAN.

Brother Lampman's ads are not in the least disappointing—they are quite as good as we had expected, before opening the package—just as good as those received from him on former occasions, and some of them perhaps even better. Mr. Lampman has one enviable predominating faculty as an ad-compositor, and that is his ability to always maintain ample room in his creations for all the reading matter which they are intended to hold and yet have an abundance of white embellishment. Many ad-setters are prone to hold the ad-writer responsible for any crowded effect in the completed ad; but more or less experience teaches us that whether an ad is well proportioned in respect to its typography and white space depends (except, of course, in extreme cases) entirely upon the good judgment of the compositor in choosing the type.



No. 1



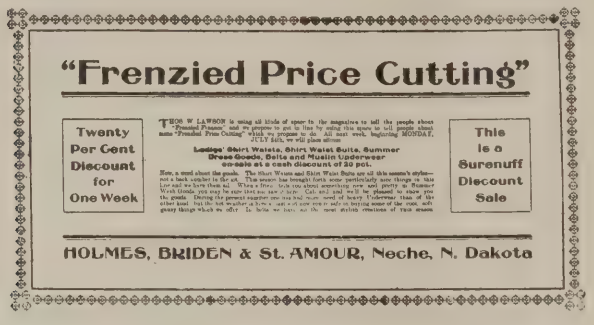
No. 2

But this faculty of reserving sufficient white space is not Compositor Lampman's only enviable talent, by any means, as is demonstrated by the exhibits shown herewith, in which there is manifested a high standard of art. His display is invariably correct and forceful, while his treatment of details is generally perfect. The contemplation of his creations reproduced

Something Seasonable
Will appear in this space next week—something which will be "interesting reading" to everyone who desires to purchase the best
Harvest Supplies
at the most saving prices. As all know who have ever dealt with us, our goods are just as we represent them to be—the very best.
J. LaMOURE & COMPANY - Neche, North Dakota

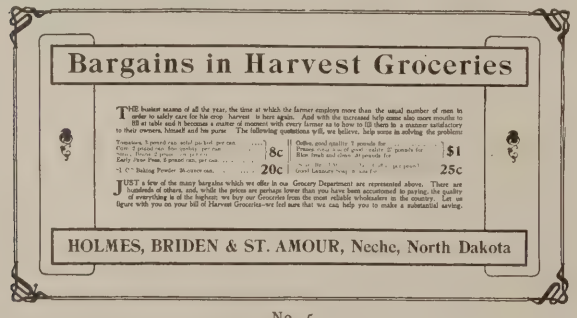
No. 3

with this intallment ought to prove an invaluable lesson for our readers. Specimen No. 1 is without fault, in our estimation, and while so much can hardly be said of No. 2, yet the originality of this specimen redeems it from our waste basket.


"Frenzied Price Cutting"
Twenty Per Cent Discount for One Week
Ladies' Shirt Waists, Shirt Waist Suits, Summer Dress Goods, Belts and Muslin Underwear on sale at a cash discount of 20 pct.
This is a Surenuff Discount Sale
HOLMES, BRIDEN & St. AMOUR, Neche, N. Dakota

No. 4

We have no adverse comment to make anent Nos. 3 and 4, either, for naught but praise is merited, and while in point of design and general treatment No. 5 is even superior to its predecessors, yet there is that damaging flaw of those two initial letters out of alignment at the top with the following



No. 5

capitals. We hope Brother Lampman will understand that there is a standing invitation to him to contribute to this department, as we consider his ad-products an inestimable part of this "school."

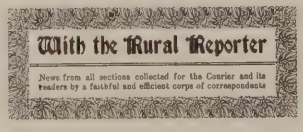
* * *

Here is something from our fraternal friend, A. B. Wood, of Gering, Neb., which is especially interesting to us, and gratifying, too, because it tells of the inauguration of a big improvement:

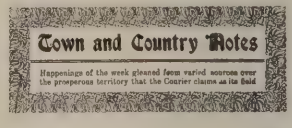
BROTHER COPPER:—Seated in my easy chair (easy because another week's work is over) I run up against a thought that I've not sent you a copy since we changed our first page to conform to the ideas of yourself and other connoisseurs. Hence, though this is a dull season, and we are not wallowing in business, I'll send you one of today's under separate cover. Do your worst—I'll try to stand for it. Always assuring you of my personal interest in your remarks, I am, Respectfully,

A. B. WOOD.

We have reviewed so many newspapers since we were last privileged to examine the Gering *Courier*, that we cannot for the life of us remember just what it was at that time nor just what we said in commenting upon it, but be that as it may, the paper now merits our coming forward with hearty congratulations upon the material improvement above mentioned and general excellence in evidence in various respects. With a front page of straight reading matter a newspaper cannot help gaining prestige. But this is not the only commendable feature about the *Courier*. The typographical dress is of good faces and in good condition; the impression is first-class; the displayed work savors of up-to-dateness, and the contents are up to creditable standards. Another admirable feature which has attracted our attention and receives our instant indorsement, is the fact that all paid reading notices are collected in a department by themselves, entitled "People's Exchange Column." Beneath a sub-head on the fifth page we get the information that the *Courier's* advertising rates are as fol-


With the Rural Reporter
News from all sections collected for the Courier and its readers by a faithful and efficient corps of correspondents

No. 6


Town and Country Notes
Happenings of the week gleaned from varied sources over the prosperous territory that the Courier claims as its field

No. 7

lows: "Reading notices, 5 cents the line; black type, 10 cents the line; notices of entertainments for making money, at the above rate, chargeable to the person ordering the same; displayed advertising on contracts of four issues or more, 10 cents the inch; extra for shorter contracts; cards of thanks, 50 cents; resolutions of respect and obituary poetry, etc., regular line rate." But the most pleasing feature, after all, is the make-up of the introductory page. Over the first two columns is the heading shown in reproduction No. 6, and over the fourth and fifth columns appears the heading shown in reproduction No. 7. The heading of the paper itself appears in a text, hence the use of the Tudor in the news heads. But now since this is a six-column publication, why, may we ask the make-up, was not the second head placed over the last two columns in the page? We first thought that it were because the subject of the heading extended into the sixth column, but it does not. If this second head occupied the last two columns with the first head where it is, over the first two columns a much more finely balanced effect would result. We are not in favor of those dashes between the local items, either, but this is a mere matter of personal taste.

* * *

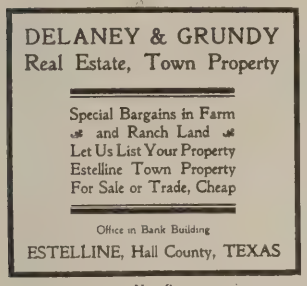
B. Ray Haughton, with the Hall County *Herald*, Memphis, Tex., is a new friend, and writes us as follows:

DEAR SIR:—By this mail I am sending you a copy of the *Hall County Herald* for ad criticism. Please point out my worst faults. My experience has been mostly in country offices with a limited amount of type, and what city experience I have had has been on straight matter, as I have never had confidence enough in myself to apply for a position as job or ad man. Any criticism you make will be appreciated. Yours very truly,

B. RAY HAUGHTON.

This sounds like the letter of an exceedingly honest person, and those are the kind of letters we like to get. Mr. Haughton, honestly desiring benefit from his contact with this department, therefore naturally asks citation of his worst faults. Well, that is just exactly what we will give you, then, dear friend, and we'll give it with the best intentions possible. The worst fault we can discern in this contributor's work, or rather in himself (which, after all, is all one and the same thing, for a man simply puts himself into his work, no matter what his calling), is a lack of sufficient self-esteem and self-confidence, which is one of the most deplorable deficiencies in human nature. Self-conceit is a despicable propendency in an individual, whereas self-confidence is in a like degree admirable. A man may be full of self-conceit yet decidedly

lacking in self-confidence, and vice versa. Self-confidence is absolutely necessary to self-success, and in just the degree that a man is confident in his own abilities to succeed at any certain thing, is he successful. This explains why some men of less ability frequently occupy higher positions than other men whose abilities are conspicuously superior. Many men, especially printers, labor under the false impression that opportunity, environment, associates, and one thing and another have a tendency to hold them down to insignificant positions and insignificant salaries, but this is all a sad mistake. In nine cases out of every ten, the individual himself is wholly responsible for the degree of success which he is enjoying.


DELANEY & GRUNDY
Real Estate, Town Property
Special Bargains in Farm and Ranch Land
Let Us List Your Property
Estelline Town Property
For Sale or Trade, Cheap
Office in Bank Building
ESTELLINE, Hall County, TEXAS

No. 8

DELANEY & GRUNDY
Real Estate, Town Property
Special Bargains in Farm and Ranch Land
Let Us List Your Property
Estelline Town Property
For Sale or Trade, Cheap
Office in Bank Building
ESTELLINE, Hall County, TEXAS

No. 9

And one of the first requisites to success is self-confidence—a belief in your own innate powers and an undauntable courage to attempt. That's what keeps men down—fear to undertake great things. Fear always invites the thing feared, hence those who fear failure are those who fail. The lack of self-confidence puts a type-setter down into a rut, and that is what is the matter with our new friend, B. Ray Haughton. But fortunately for humanity, self-confidence is a quality that can be acquired—a quality that can be cultivated and developed the same as any other virtue. The first thing necessary to grasp is that fact which the sainted Emerson proclaimed, namely, that that which one man has accomplished lies within the possibilities of all his brothers. But we would not wish our readers to infer that Mr. Haughton's work is of a bad class, for, on the contrary, it is quite creditable, only, as suggested, there is a lack of originality about it and a monotonous sameness to each design that bespeaks a weakness, not in the materials employed, but in the workman's latent powers. For instance, nearly every one of this contributor's creations is built after the head and tail scheme, with a couple of brass rules dividing the head and tail from the intervening body matter. As may easily be imagined, this does not make a bad ad, but while there is a tendency among nearly all printers to get "rutty," yet each should endeavor to diversify his individual creations. This can best be done, we believe, by studying the work of other compositors, and therefore these departments of review in which the work of compositors all over the United States is reproduced, cannot help benefiting. Another serious fault with our correspondent's ads is that he seems hardly to understand how to properly "lead out" his work. This defect is strongly in evidence in exhibit No. 8, where only a nonpareil is inserted over the first display-line, whereas there most assuredly should be greater space here than between these two lines, which in this instance, inclusive of the type's shoulder, approximates a pica. Since it is the most effective way we can benefit our contributor in these "absent treatments" we are offering him, we are therefore showing the ad as we believe it should be set. (No. 9.) Now, the reader will please take notice that in resetting this ad we have employed practically the same material that was used in the original example, and with the exception of substituting Jenson for the Mazarin, constituting the first two lines, and capitalizing all the principal words in the body, no change has been perpetrated. Nevertheless, no good judge of typography can escape noting the fact that a big improvement has gone on within the ad somewhere, and to many of them the "where" will be readily discernible. It simply illustrates that which we have so often hinted, namely, that the secret of good ad composition is not so much in being able to conceive intricate designs, nor so much in being able to concoct elaborate, grotesque and expensive schemes, as it is in knowing how to correctly treat the details of a simple design. The compositor can immediately see how we have improved this example better than we can consume valuable space in telling it; but we wish to impress this one point, that the whole metamorphosis has been accomplished practically and simply by spacing—that is, by spacing both ways, as one might say, both in the type and between the respective lines of type. In nine cases out of ten that is all a *bad* ad lacks of being a *good* ad. A great many compositors have familiarized themselves with the term "whiting out," but many of them have failed to grasp its correct technical meaning. Some seem to think that if their type possesses plenty of white space between the lines, it is correctly "whited out," and that is exactly where they are mistaken. Proper "whiting out" ofttimes necessitates even the setting of certain lines solid so that adequate white space may be gained for distribution in places where it is needed to give the desired force to the whole. Now, then, a parting word to you, Brother Haughton: First cultivate greater faith in yourself and your powers to succeed; second, take greater pride in your work, remembering that your present position is but a stepping stone to something better, and that that "something better" will be realized in just the degree that you do justice to your present position; remember, also, that Abraham Lincoln "made great occasions of small occasions;" study the specimens of typography which accompany this sketch, read and heed the introductory remarks of this installment of "Newapspers Criticisms;" thirdly, learn that to make a line or a body of type forceful, or to make them "stand out," as we say in the vernacular, you must have the line or the body of type surrounded with the proper amount of white space, and just what the "proper amount" means must rest entirely with your own sense of art, which we are satisfied, by looking over your ads in the Hall County *Herald*, is just as large as anybody's, only it lacks development—it lacks exercise. Try these few suggestions, all of which have been kindly offered, and report to us again.

* * *

Our good friend, Geo. S. Murphy, of The Kelmscott Press, located at Downers Grove, Ill., "where the flowers are blooming, the grass is growing and everything is looking beautiful and natural," sends us a dainty little booklet in a mottled green cover, entitled "Have it Done in the Country." The fact that the little brochure itself, together with the other printed matter accompanying it, is all finished in the neatest manner imaginable, and as the last words in the booklet testify, "This was done in the country," ought to be sufficient to persuade anyone that to have his printing "done in the country," and at The Kelmscott Press, is quite the proper thing for him to do.

* * *

Our readers have certainly not forgotten Compositor H. Mahraun, of Muscatine, Iowa, of whom we had occasion to remark complimentarily in a recent installment. Here is another welcome communication from him:

DEAR SIR:—In this month's issue of THE NATIONAL PRINTER-JOURNALIST I find a reproduction of one of my "Battersen" ads and your flattering criticism. While you say, "Come again," I feel that I am welcome, and for that reason I have mailed you last night's *Journal*, in which I wish to call your attention to the ad of the Boston Store, on page eight. Unfortunately, some of the linotype border does not show up as well as I expected, and I think this was done by stereotyping the page.

Very truly yours, H. MAHRAUN.

Mr. Mahraun's ad is shown in reproduction No. 10, and aside from the defective border which he mentions, it is fairly creditable, although there are one or two other little details

out of kelter. The first we will mention are the little oblong panels in the four corners of the ad, composed of music-face rule and the corners evidently not mitered, which is a practice we could never "stand for." The same defect is in evidence in this design, also, that has been cited in Mr. Lampman's specimens—the initial letter is out of alignment. The two ornaments at the ends of the line, "The Boston Store," are objectionable, as is also the fact of no space between the displayed figures and the abbreviations, "cts.," in the left-hand panel. Thus, again is it demonstrated that the art of creating first-class ads lies principally in the ability to properly treat the details—the little things in the design.

Look for the White Ticket!

THE LAST CALL

Look for the White Ticket!

THE last day of the White Ticket Sale will be Saturday. It has been a grand success from every point of view. The many customers have come and gone, being well satisfied with the prices on all articles, and found that the Boston Store always did just as they advertised. To make Saturday a grand finale of the Great White Ticket Sale we have marked goods even lower than ever. We will close out these remnant lines of Summer Goods, cost or profit lost sight of.

At the Dress Goods Counter

8cts
19cts
69cts
25cts
25cts
19cts
89cts
95cts
89cts
79cts
69cts
50cts
25cts

Our Saturday Specials

They Speak for Themselves

Summer Bargains for Women

Shirt Waists

Shirt Waist Suits

Girls' Dresses

Look for the White Ticket!

THE BOSTON STORE

"Prices always the lowest—all way!"

Look for the White Ticket!

No. 10

The following letter came to us as a pleasant surprise some days ago, emanating from an old employer of ours, now identified with the Eldora (Iowa) *Ledger*, as editor and manager:

FRIEND COPPER:—Just received a copy of the NATIONAL PRINTER-JOURNALIST, which I find especially interesting because of your autobiography and the sketch of H. J. Metcalf. Glad to hear that you are prospering. You will observe by the letter head that I still keep the ink on my fingers. I am sending you a specimen copy of the *Ledger* under separate cover. Wish you would especially observe the advertisements of The New Store on page 2, and of Brown & Jepsen on page 4, and let me know what you think of them. Would be glad to hear from you.

Yours truly,
PAUL C. WOODS.

Editor Woods' paper is quite a creditable six-column quarto weekly, printed entirely at the home plant. One of the features most pleasing to us, as all old readers of this department could easily surmise, is the absence of any boldly displayed ads on the *Ledger's* first page—there is one ad on this page, however,

WE ARE HERE FOR BUSINESS!

To Give You the Best and Latest Goods for the Least Money Possible.

A LARGE SHIPMENT OF

DRESS GOODS!

FROM BROADHEAD MILLS.

When you see them you will say that we are right.

Just received, the Finest Line of Ready-Made Dress Skirts that ever struck the town, made to fit. Also have quality and style. Prices from $2.50 up.

SHOES—We have the Shoes that wear, fit the feet and are stylish looking. Shoes that we guarantee, at moderate prices.

These are a few of the many lines of goods we have to sell. You are cordially invited to inspect our line, as we feel sure that we can please you.

Eggs and Butter Wanted, for which we pay the Highest Market Price.

Geo. H. Jepsen's Department Store,

On the corner, head of Busy Street, ELDORA, IOWA.

No. 11

but fortunately it is not a very "loud" one. The styles and make-up of this publication, while not exactly flawless, are, nevertheless, neat and all right generally, and the contents are highly commendatory, Mr. Woods maintaining the same healthy department of live, keen editorials that we knew of him of old. It seems to us, however, that a greater number of correspondents' letters could be used to good advantage. Turning to the ads to which our friend has especially directed our attention, we regret very much that we are compelled to state that we cannot particularly praise any of them. "The New Store" ad is what we term a discordant effect—meaning that there are too many different kinds of type mixed up in it, and too little agreement between the mixture. The border is quite too bold for an ad of its size and character. While this design is well balanced and correctly displayed, with proper masses of white intervening, there is nothing especially original or really attractive about it, and the useless punctuation of displayed lines is a thing we most seriously object to. We consider the Spire series a very undesirable face for advertising purposes, especially in all-cap lines as employed in the specimen under scrutiny. The "Brown" ad lacks originality. It strikes us as an ad without a design. It is well whited out, however, and will perhaps do good service. The "Jepsen" ad (No. 11), while doubtless the best ad of the trio, yet possesses some of the faults observed in the other two, namely, too many different kinds of type, punctuation in the display, etc., and a trifle more white margins around the inside would have been a desirable improvement. This design is well displayed, however, and pretty well balanced. Trust Brother Woods will let us hear from him often in the future.

* * *

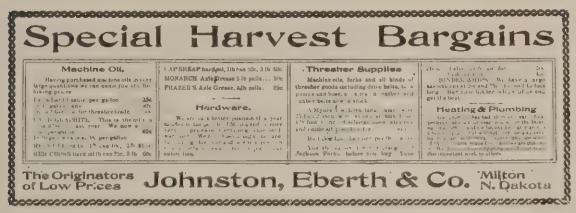
North Dakota is making her importance felt as the producer of good newspapers, and in the number of them reviewed in this department in these latter days. Here is a letter from Publisher O. T. Rishoff, of the Milton (N. Dak.) *Globe*:

MY DEAR MR. COPPER:—Under separate cover I mail you a recent issue of the *Globe* for your inspection and criticism. This is my first contribution to your department, but I am a constant reader of "Newspaper Criticisms" and find them interesting as well as instructive. I am my own foreman and realize the *Globe* has many shortcomings, from a mechanical as well as editorial point of view. However, these are more easily observed by others than by oneself, and I trust you will find time to give the *Globe* and a few of its ads at least a brief review in next issue of the N. P. J.

Cordially yours, O. T. RISHOFF.

There Editor Rishoff expresses a worthy thought, which, while not by any means new, yet is not always kept in view by those who enter the province of critics, that other people are more able to judge the merits of our work, as well as of our personal characteristics, than we are ourselves. And doubly blessed is the laborer who ventures into the aforesaid province possessed with the consciousness that the attainment of perfection in anything is most difficult, and that therefore his product may not be entirely flawless. Now, the Milton *Globe*, as its liberal publisher has surmised, is not entirely flawless, but it compares favorably with the average newspaper, for all that. Let us state by way of introduction, that the *Globe* is a six-column quarto, with ready-printed inner pages. The first pleasing impression that we receive in our scrutiny of this sheet is its "pleasing impression," and even exceeding this is the excellence of the contents, both in abundance and character. There are many headed local articles, an ably and wittily conducted editorial department, occupying a colmun and a half or so of space, besides a creditable amount of locals and country correspondence. But the *Globe* has several features which cannot be accorded this department's approbation, and if we are to benefit Brother Rishoff at all, it must be through direct reference to these points. Our correspondent's confession, as above recorded, to the effect that he is a "constant reader of 'Newspaper Criticisms,'" would seem to render almost superfluous a repetition of our dictates concerning displayed matter on the front page; nevertheless, we cannot refrain from again emphasizing the undesirability of that practice. A newspaper's first page should hold the cream of its contents, for, as we have intimated before, newspapers are quite similar to men. We know a man who is cursed with the

propensity of always presenting the evil side of his nature first to those with whom he chances to come in contact, and he is naturally limited in the number of his friendships, since not many people have the time and patience to search the further depths of his soul for the richer qualities that are surely latent there. We know another man, however, who has all his life cultivated the habit of agreeableness, of being affable and pleasant to those whom he meets, of always first presenting the best side of his nature to his associates. And the friendships of this man are legion. This illustrates the situation with newspapers exactly. That publication which presents an initial page made up of cull matter and overrun with displayed ads will not make friends very readily, because the moment a person picks it up, he is impressed with the suggestion that "there's nothing in it but ads," and he therefore throws it down without investigating the inner pages, either because he thinks he is too busy to do that, or hasn't the patience to search for the interesting parts; whereas, that publication which presents an introductory page composed of the best matter in it, and entirely free from advertising, makes a lasting friend of the reader at first sight, so much so that a profound respect is entertained for all its other pages. Many country publishers worry and wonder how they are to get the people to reading and believing in the advertising columns of their respective publications, and as a special inducement they frequently place their ads in the choicest and most conspicuous positions in their sheets, which, of course, is always on the front page, which is scientifically the very worst thing they can do; because before a publisher can reasonably expect his subscribers to read the ads in his paper, and have faith in them,

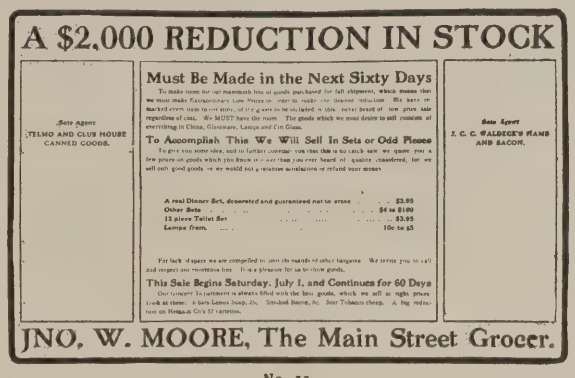


No. 12

he must put out such a newspaper that they will all read and have faith in it first; and the faith in the displayed columns will naturally follow. The make-up of the inner pages of the *Globe* is hardly correct, either, in that the ads are "scattered to the four corners" of the pages, whereas the only proper way is to have them all collected to the right-hand side. Mr. Rishoff has some very good material in his shop, however, and the manner in which he has used it is generally creditable. We reproduce one ad from this sheet (No. 12), which we consider the most praiseworthy of any of the ads in this issue. Its creator has put up a neat design, and displayed excellent judgment in the choice of his type. This is the only kind of a design that an extended letter looks well in, one that is long and narrow, the De Vinne Extended conforming to the ad in a most pleasant manner. The design is in the main nicely whited out, details carefully treated, and perfect balance maintained. The periods after two of the heads in the panels are objectionable, and the lines at either side of the address are of entirely too large a face. Twelve-point here would have given a far better effect. There is another thing about Mr. Rishoff's composition that we must not forget to commend, and that is the fact that he is not "in a rut," as is evidenced by the fact that each one of his ads bears an individuality of its own inherent in its design. This ability to give each piece of work an entirely different aspect by virtue of its different design is something every compositor (and especially every ad-compositor doing all the composition on any periodical) should endeavor to attain. It is that which relieves the monotony of this single series age.

* * *

We believe that Leon E. Derr, of Anna, Ill., once requested that we should not publish his personal letters to us, but unfortunately for that request, his letters always contain such interesting suggestions that we cannot refrain from offering to share them with our readers. Following is the latest we have from him:


A $2,000 REDUCTION IN STOCK
Must Be Made in the Next Sixty Days
To Accomplish This We Will Sell In Sets or Odd Pieces
This Sale Begins Saturday, July 1, and Continues for 60 Days
JNO. W. MOORE, The Main Street Grocer.

No. 13

DEAR SIR:—Enclosed I send ads marked No. 13 and No. 14. The first was set with the second as copy. Please criticise. Also find two other ads run this week (Nos. 15 and 16). The "Kerth" ad *had* to be set in bold face. Do you think the "Salvage Company" ad would have been improved with about eighteen points more light at top and sides of head? Guess you wonder why I send in such commonplace ads (to me), but the advertisers are so extremely well pleased, thought I'd send them in. Can hardly wait for the N. P. J. to get here. It is as welcome to me as pay-day. The "Salvage Company" ad was set by my wife. I use the I. T. F. lay-out sheets, so anyone else can get my ideas of spacing and proportion, and the result is all that anyone could expect. They are the greatest possible help to me, because otherwise the ads get the *compositor's* treatment, which is sometimes just what is undesirable. Yours, etc.,

LEON E. DERR.

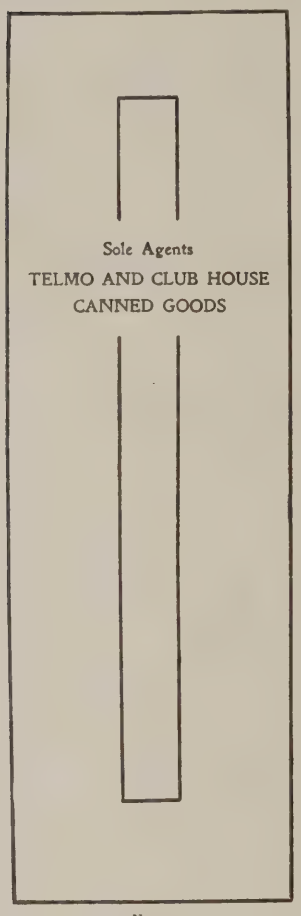
It would be difficult to find a more convincing example of what education will do for a compositor than that represented in these two newspaper ads from Mr. Derr. Exhibit No. 14 bears every evidence of typographical ignorance. It is crowded full of displayed faces and is dead, absolutely dead. It is lacking in originality, in artistic treatment, is without force, and is shown only as a demonstration to beginners of what not to do. Please note and ponder a moment upon the vast dif-

A Two Thousand Dollar Reduction in stock within sixty days
must be made to make room for our Mammoth line of goods purchased for fall shipment. This means that we must make extraordinary low prices in order to make the desired reduction.
China and Glassware, Lamps and Cut Glass in Sets or Odd Pieces.
A real dinner set decorated and guaranteed not to craze, for $2.95
Other sets from $4.00 to $100.00. A 12-piece toilet set for $3.95.
This sale begins Saturday, July 1, and continues for 60 days.
Jno. W. Moore THE MAIN STREET GROCER. "Always Something New"

No. 14

ference between it and No. 13. Without one stopped to peruse these two specimens he could scarcely be convinced that they were set one from the other as copy and each containing the same matter. The one is crowded and uninteresting, the very thought of reading it producing a feeling of weariness, whereas the other does not appear to have much in it, and the matter is so arranged as to be readily grasped and relished. The design has a touch of real art in it, the display is rather hypnotic

in its captivating force and charm, and the whole aspect is restful and inviting. To the writer, however, the two vacant panels at the right and left of this design have somewhat of an unfinished appearance with them—we have been wondering how it would have done to treat these panels something as illustrated in Exhibits Nos. 13a and 13b. Notwithstanding that the "Kerth & Company" ad "*had* to be set in bold face,"



No. 13a

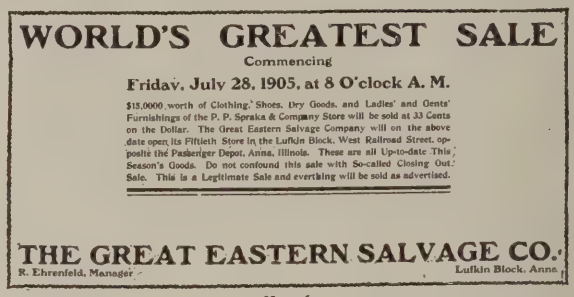
No. 13b

the compositor has relieved his masses admirably with the proper amount of space, and has given us a serviceable metropolitan-like effect. We do not wonder that the Anna merchants are "extremely well pleased" with their ads in the *Democrat*, for they are of an exceptionally pleasing character,

A GREAT MAJESTIC EXHIBIT
AUGUST 7 to 12
RANGE
AUGUST 7 to 12
TO THE LADIES
We have decided to give another of our popular Majestic Range Exhibits and will have a man from the factory to demonstrate why the Majestic Malleable Range is the best range made—why it will bake better and quicker and with half the fuel you are now using and will last a lifetime.
REMEMBER THE DATE, AUG. 7-12.
GIVEN AWAY
We will give free during the week of exhibit only, a complete set of Nickeled Copper and Enameled Ware worth $7.50 with each range sold. Come in and get a Cup of Coffee, and Hot Biscuits baked brown in three minutes on a Great Majestic Range. Watch our show window.
SEE THE BEST RANGE ON EARTH.
Majestic Ranges were awarded the Grand Prize, the Highest Possible Award by the Louisiana Purchase Exposition Co., at the St. Louis World's Fair.
E. G. KERTH & CO
Big Hardware Store
Every lady registering during the week is entitled to a chance at the drawing Saturday night.
Anna, Illinois

No. 15

and somewhat above the "commonplace." And if by virtue of the I. T. F. lay-out sheet, Foreman Derr rightfully gets credit for the excellent "Salvage Company" design, then Mrs. Derr must be complimented upon her ability of at least being able to successfully carry out her lord's idea. Howbeit, there is something technically wrong with this design, which our correspondent has evidently felt himself, but just what it is is not easy of discernment, because this is a very high grade piece of composition. Some sort of ornamental pyramid tailpiece following closely upon the deep underscore might have finished this example, although we are not particularly in love with ornamentation in advertisement composition. It might


WORLD'S GREATEST SALE
Commencing
Friday, July 28, 1905, at 8 O'clock A. M.
$15,0000 worth of Clothing, Shoes, Dry Goods, and Ladies' and Gents' Furnishings of the P. P. Speaks & Company Store will be sold at 33 Cents on the Dollar. The Great Eastern Salvage Company will on the above date open its Fiftieth Store in the Lufkin Block, West Railroad Street, opposite the Passenger Depot, Anna, Illinois. These are all Up-to-date This Season's Goods. Do not confound this sale with So-called Closing Out Sale. This is a Legitimate Sale and everthing will be sold as advertised.
THE GREAT EASTERN SALVAGE CO.
R. Ehrenfeld, Manager
Lufkin Block, Anna, Ill.

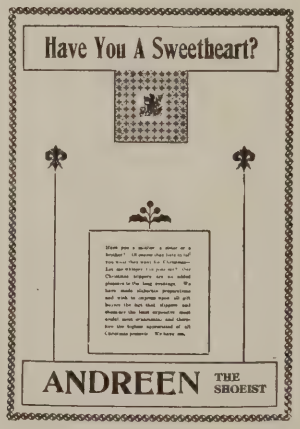
No. 16

have been a better plan to have set "Commencing Friday, July 28, 1905," etc., in one line, leaving out the word "o'clock" if necessary, inserting a rule similar to that at the bottom between this and the body; then the manager's name, together with the address, could have been centered under the name of the firm. And in this case, as Mr. Derr suggests, possibly a little more space above and at both sides of the first line would be appropriate—in fact, we are sure it would; and it is understood, of course, that in setting this ad, as we have indicated, the body mass would naturally be dropped to a more central position than that which it now occupies.

* * *

We next present a welcome letter from another new friend, Charles J. Waehlte, of the Willapa Harbor *Pilot*, South Bend, Wash.:

> For over three years I have anxiously awaited each month the arrival of the P.-J., and have found it a valuable and welcome friend in my work. From time to time I have noticed the criticisms passed on the work of a number of my friends, but never yet have I submitted any work of my own. This I will do, however, at once, and hope to see it in your next issue, and, of course, it is needless to mention, hope the criticism will be favorable.
>
> Fraternally, CHAS. J. WAEHLTE.



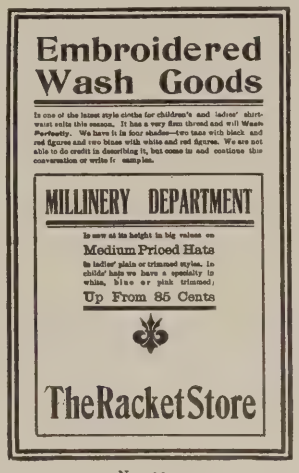
No. 17

No. 18

Mr. Waehlte has favored us with twenty-five of his ad specimens, ten of which have been found entirely too good to be engulfed in our "yawning waste basket," and under ordinary circumstances it would have grieved us more than it does to lay the residue aside. Never has the product of a more skillful ad-compositor reached this department, as we are conclusively proving by Exhibits Nos. 17 to 26. These ads demonstrate that their creator is a real artist, possessed of the finest sense of typographical fitness, correct distribution of white,

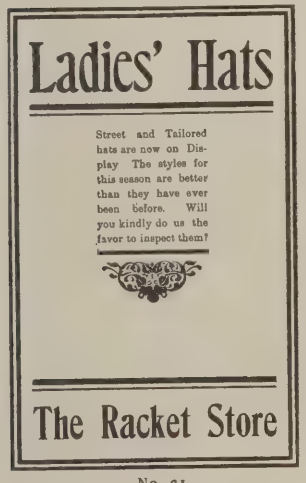
thorough treatment of details, and perfect balance. They show further a correct conception of proper display, an absolute knowledge of typographical harmony, a strong development of originality, a fine taste for appropriate ornamentation, deep

No. 19

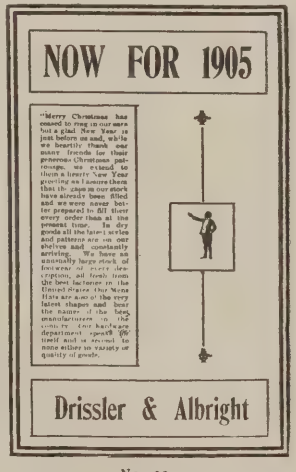


No. 20.

thought, wide versatility of design, and an extraordinary skill in the manipulation of brass rule. It would be profitless to consume valuable space in commenting further upon these


Ladies' Hats
Street and Tailored hats are now on Display The styles for this season are better than they have ever been before. Will you kindly do us the favor to inspect them?
The Racket Store

No. 21



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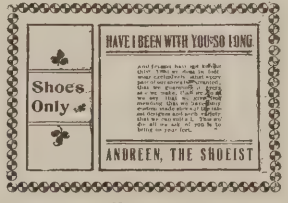
No. 23



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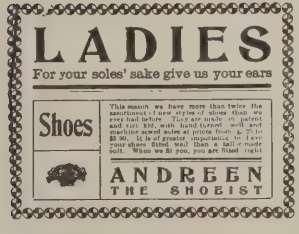
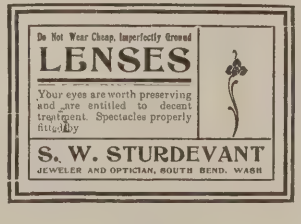


No 25


Do Not Wear Cheap, Imperfectly Ground
LENSES
Your eyes are worth preserving and are entitled to decent treatment. Spectacles properly fitted by
S. W. STURDEVANT
JEWELER AND OPTICIAN, SOUTH BEND, WASH

No. 26

beautiful specimens, for they speak most forcibly for themselves. Let it suffice to add that we are extremely well pleased with this contribution from Brother Waehlte, and that henceforth we shall number him as one of the faculty of this great school.

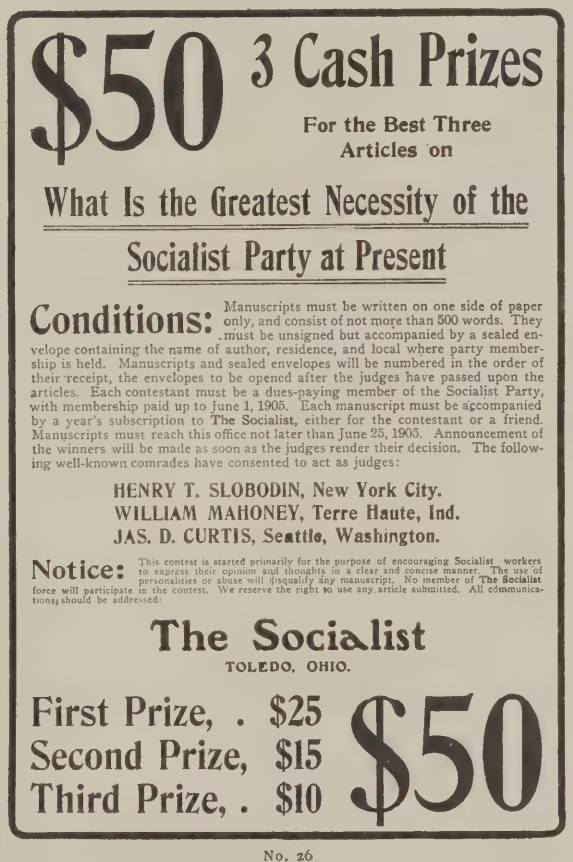
* * *

Mention was made briefly in our last installment of a communication received from E. B. Ault, of Toledo, whose friendship is a relic of amateuria. Brother Ault says:

DEAR FRIEND COPPER:—Suppose you won't object to being called friend by me at this late date. Had expected to write you before this, but moving around has kept me too busy. Left Lewiston last April and have been on the *Socialist*, of this city, working as general all-round man. Am sending you a few copies of the sheet. While I did not set any of the ads, those I have marked were designed by me, and I want your criticisms of them in the N. P.-J. We are compelled to make up the paper in about an hour in the morning, in order to get it out of the way of the daily issued in the shop in which it is printed, so, of necessity, it is sometimes out of balance. Will be pleased to consider carefully any criticism you may have to offer. I remain as ever,

Yours sincerely, E. B. AULT.

No, to be sure, Brother Ault, we do not object to being addressed as "Friend" by anyone, because to our way of thinking it is much more preferable than "Foe;" and especially not from one with whom, despite the fact that we have never had the pleasure of meeting personally, we have been able to keep in touch for years. We reviewed *The Socialist* last month,


$50 3 Cash Prizes
For the Best Three Articles on
What Is the Greatest Necessity of the Socialist Party at Present
Conditions: Manuscripts must be written on one side of paper only, and consist of not more than 500 words. They must be unsigned but accompanied by a sealed envelope containing the name of author, residence, and local where party membership is held. Manuscripts and sealed envelopes will be numbered in the order of their receipt, the envelopes to be opened after the judges have passed upon the articles. Each contestant must be a dues-paying member of the Socialist Party, with membership paid up to June 1, 1905. Each manuscript must be accompanied by a year's subscription to The Socialist, either for the contestant or a friend. Manuscripts must reach this office not later than June 25, 1905. Announcement of the winners will be made as soon as the judges render their decision. The following well-known comrades have consented to act as judges:
HENRY T. SLOBODIN, New York City.
WILLIAM MAHONEY, Terre Haute, Ind.
JAS. D. CURTIS, Seattle, Washington.
Notice: This contest is started primarily for the purpose of encouraging Socialist workers to express their opinion and thoughts in a clear and concise manner. The use of personalities or abuse will disqualify any manuscript. No member of The Socialist force will participate in the contest. We reserve the right to use any article submitted. All communications should be addressed:
The Socialist
TOLEDO, OHIO.
First Prize, . $25
Second Prize, $15
Third Prize, . $10
$50

No. 26

so will turn our attention at once to the ads. Having found them, we are not surprised to see that they are all good, plain, substantial designs, sane and sensible, well displayed and neat. We especially like the "$50 Prize" ad shown in reproduction No. 27. Come again some time.

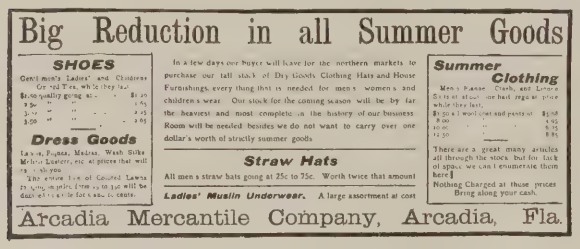
* * *

Here is an interesting communication from our Frater Child, of Arcadia, Fla., one of the publishers of *The Champion:*

DEAR SIR:—I am sending with this, under separate cover, copy of the *Champion*. The man you criticised, at my request, in the May N. P.-J. asks that you criticise his ad marked on page three. He likes this—is an old printer, who gave up the newspaper business for merchandising, but still has good ideas on typographical style, and surely appreciated your former criticism. You are at liberty to tear up, or commend, anything that deserves it in this issue, and we will appreciate any hints you may give us that will be of use to us. With best wishes, Yours fraternally,

ROYAL B. CHILD.

It is a pleasure to us, indeed, to look upon this copy of the *Champion*, for in it is to be seen the incorporation of many of the suggestions of this department. Especially is this fact conspicuous in point of make-up, which is now up to the highest standard of neatness and correctness. In fact, aside from some incongruity of displayed work, all that this little publication now lacks of meriting an eminent score is the improvement of its press-work, the impression on this copy at hand being sadly deficient. Mr. Child, face to face with his printing machine, is better able to locate the trouble than we are at this distance—"a word to the wise is sufficient." The Arcadia Mercantile Company's advertisement in this issue shows, too, that our southern friend is gradually catching on to that which is correct and proper in ad composition. (No.


Big Reduction in all Summer Goods

SHOES

Dress Goods

In a few days our buyer will leave for the northern markets to purchase our fall stock of Dry Goods Clothing Hats and House Furnishings, every thing that is needed for men's women's and children's wear. Our stock for the coming season will be by far the heaviest and most complete in the history of our business Room will be needed besides we do not want to carry over one dollar's worth of strictly summer goods

Straw Hats

All men's straw hats going at 25c to 75c. Worth twice that amount

Ladies' Muslin Underwear. A large assortment at cost

Summer Clothing

There are a great many articles all through the store but for lack of space we can't enumerate them here

Nothing Charged at those prices Bring along your cash.

Arcadia Mercantile Company, Arcadia, Fla.

No. 28

28.) This ad, not unlike the average, is all right except in point of the treatment of details. It would have been much better to have finished the two-point rule panels at either side and have allowed a trifle greater white margins inside of these panels. The advertisement to which Mr. Child has called our attention in particular, which is the "Gore & Scott" ad, shown in specimen No. 29, does not impress us as anything especially attractive or commendatory. We are sorry to have to say this,

You Take No Chance On

SELZ

ROYAL BLUE

AND

Perfecto Shoes

They are doubly guaranteed, Selz Schwabb & Co., of Chicago, back us up and we personally back up our customers Buy a pair, give them an honest trial, and if they are not all we claim bring them back and have your money returned What more can you ask?

Gore & Scott,

Arcadia, Florida.

No. 29

but that is our honest, conscientious conviction. While we are certainly not an advocate of crowding the space chock full of type, just because it costs money, yet it seems to us, somehow or other, that it is a shame to pay out one's hard cash for advertising on newspaper space which in area is quite adequate for the exploitation of something extraordinary, and then in the end to realize something so ordinary as this design. It is our opinion that in order to pay, an ad in the columns of a paper containing so many ads as grace the pages of the *Champion* must of necessity partake of the uncommon or remarkable. Still, in attaining this margin of remarkableness, we do not advise excessive or grotesque elaboration, for that is not wholly necessary. For instance, to more definitely illustrate our point, let us suppose that this ad had been designed something like Mr. Waehlte's No. 19. Suppose we make the upper panel the full width of the inside measure—that is, corresponding with the width of the lower panel, and of sufficient depth to contain the words, "Selz Royal Blue And Perfecto Shoes," in two lines of even length; within four points or a nonpareil of the top of this panel suppose we set in modest caps, letter-spaced if necessary to make the line equal in length to the width of the panel, the words, "You take no chances on;" in the lower panel then we will set the name and address, "Gore & Scott, Arcadia," in one line, of an appropriate size type; the little box panel at the left will contain the first paragraph in Roman, and that at the right the second paragraph, while right between these about half a pica from the top rule of the lower panel we will insert in one line the words, "What more can you ask," which is exactly what we would say to Messrs. Gore & Scott et al. after the job was completed. Mr. Child, to become a successful ad compositor, must exercise more thought in designing his creations and more care in the execution of details—for instance, note those gaping corners, that half-pica gap in the border of the left-hand side of Exhibit No. 29, and also the half-pica overlap at the upper right-hand corner of the same design. But don't become discouraged, Brother, for you have made great progress within the past year, and we heartily rejoice with you over it. Please continue to keep us posted on your further achievements, for we assure you that we are interested in you and your work on the *Champion*.

* * *

Ernest Tomowske, of Milbank, S. Dak., writes us again as follows:

DEAR SIR:—By the *Review* which I mail you today you will see how your criticism of my work in the August PRINTER-JOURNALIST took with "boss." I have been with the *Review* some four or five weeks, and, therefore, have marked some of the ads I set to distinguish them from the work of others. Those marked (x) were not written by myself, I only set them. I also enclose two ads upon which I would also like your criticism. It may seem as though I stretched my imagination a long ways when I used the exclamation point in the Nelson ad, but I rather like it; what do you think? Guess I'd better qu now and give someone else a chance, or you will think I'm trying to get all the benefit from your "school." I thank you for the above mentioned comment.

Yours respectfully, ERNEST TOMOWSKE.

The comment of the Grant County *Review* on our late criticism of Mr. Tomowske's composition is very creditable all around, reflecting favorably upon its editor for his liberality, upon Mr. Tomowske for his ability and energy, and upon this journal as one of the leading trade papers of the United States. We are indeed pleased to note that Mr. Tomowske is employed in a shop that fully appreciates his worth. We learn further from this little article in the *Review* that our correspondent is also taking a course in ad writing, which further confirms our first opinion of him. That's the sort of printer that makes a success at the business (and we hope these few conscientious praises will not make their subject vain), one that keeps eternally striving to perfect himself and his education in his chosen calling, and thus making himself more valuable to his employer, whereas that boy who puts in his whole time out of the shop flirting or "hiking" around in attendance upon the hundred and one trivial social functions with which every community, large or small, is blessed, or cursed, whichever the case may be, and then puts in the rest of his time inside the office dreaming sleepily o'er those pleasures, both retrospective and prospective, will invariably find slow progress on the road upward, provided he ever stops to think of it at all, which he seldom does until too many milestones have been passed in the opposite direction. But we would not be interpreted to mean by this that we do not believe in the social mingling of the sexes in society, or in social functions, for, on the contrary, we believe in the good of both of them,

both for the employer and the employed, both for the hirer and the hireling; but just as with all the other pleasures of life, one should be temperate in his indulgence. But there! again, like Artemus Ward, we are making these lectures remarkable chiefly for their (?) irrelevancy. Criticism of the *Review* has not been requested, therefore we defer, and will conclude by adding that Ernest Tomowske as an ad compositor has the rare ability of creating exquisitely beautiful designs out of merely type and borders, as we can demonstrate with his specimens

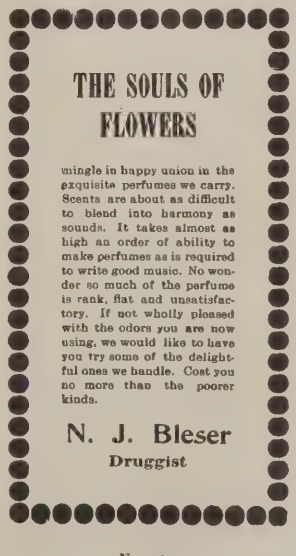
Not one will escape death
when a liberal use
is made of
PARIS
GREEN
and other Insect-destroying Preparations that we carry. Don't neglect your plants now. Spray frequently and copiously and the bugs will cease to exist
!
NELSON'S
DRUG STORE

No. 30

Nos. 30 to 32. And, oh! yes, we came near forgetting to say that it is sometimes quite necessary for a printer to stretch his imagination to get good results, for, like any other faculty of the human mind, it has to be exercised to be kept in health.

BETTER
SPICES
For your canning and pickling recipes you need the kind of Spices you get here. Spices are drugs and we buy them as carefully as we do any other item of drugs. We buy Spices on the basis of quality. Our first effort is to get the very best, our next to get them as cheaply as possible. You will find that these good Spices go so much farther and give so much better results as to be far more economical than the grade that is cheap in price only.
N. J. Bleser
Druggist

No 31


THE SOULS OF
FLOWERS
mingle in happy union in the exquisite perfumes we carry. Scents are about as difficult to blend into harmony as sounds. It takes almost as high an order of ability to make perfumes as is required to write good music. No wonder so much of the perfume is rank, flat and unsatisfactory. If not wholly pleased with the odors you are now using, we would like to have you try some of the delightful ones we handle. Cost you no more than the poorer kinds.
N. J. Bleser
Druggist

No. 32

The "screamer," as used in specimen No. 30, is not bad, although a De Vinne exclamation point would have been more artistic as a tail-piece. We wish you the success as an ad writer which we dare say you will attain, basing our prophecy on the specimens with which we have been favored. In reference to the words in the foregoing letter about "quitting," if it refers to patronage of this department, it is entirely wrong, for this "school" is a great deal like that which Admiral Schley said of the battle of Santiago, "There is honor enough in it for us all."

* * *

Foreman Leon E. Derr, of the Anna (Ill.) *Democrat,* is one of our most interesting and interested contributors. During the month of August he favored us with the following communication:

DEAR SIR:—Thank you for your criticism of the *Democrat,* in last month's N. P.-J. I am afraid it will be a long time before I can reach your ideal in makeup, because most of our advertisers have yearly contracts and require position for cash consideration. See! Would like to know how *you* would set heads under similar circumstances. Should I use the eight-point De Vinne all the way through? It comes the nearest matching the headings on plate matter. Expect to go to Chicago for presswork course in *Inland Printer* technical school in about six weeks. Guess I'll learn a few new wrinkles in composition, too. Yours respectfully,
LEON E. DERR.

My good gracious! Brother Derr, we could never complain of the makeup of the *Democrat,* if it were always as good as that of this copy at hand. You have done exceedingly well in carrying out our suggestions, especially so when you were handicapped, as you confess, by the advertisers' contracts. In point of makeup your paper is now as good as any that comes to this department for review, and we congratulate you upon your good sense in making the improvement. One has some patience in offering advice to one who will accept it so admirably as has Mr. Derr in almost every instance, but how often we notice those who have been criticised in this department for conspicuous errors, which would be found quite as conspicuous after the criticism as before. It is to be presumed that when a printer appeals to this department, or any other department of criticism, he seeks advice; and while, of course, to accept or reject that which is offered, is the contributor's indubitable privilege, nevertheless, it is doubtless a gross incourtesy to ignore proffered counsel, after having asked it, and yet keep coming for more. The heads in this issue of the *Democrat* are strictly all right, eight-point De Vinne making an admirably neat head letter, especially so since it matches the plate heads and the sheet's title. Just omit the double advertising rule following the double-column department headings, and also the monkey-dashes after single line heads, in all of which there is no use or reason for periods. Mr. Derr is another one of these progressive modern printers, and we wish him success in all things. The Kerth ad in this issue is a fine one.

* * *

Unfortunately, two ad-designs submitted in our ad-setting contest last month were overlooked, and are therefore being shown in this installment. They are the product of Jas. M. Osborn, proprietor of "The Quick Print Shop," of Daytona,

DON'T MISS OUR
SPRING
SUIT SALE
WE SHOW YOU SUIT VALUES THAT WILL BE
an eye opener to you. They include Fine Worsteds, Cassimeres, Cheviots and Summer Flannels. All Colors any Style
PRICES: $5.50 $7.50 $9.00 $10.00 $12.50 $15.00
TOMKINS CLOTHING COMPANY,
ONE PRICE
CLOTHIERS

No 33

DON'T MISS OUR
SPRING
SUIT SALE
WE SHOW YOU SUIT VALUES THAT WILL BE
an eye opener to you. They include Fine Worsteds, Cassimeres, Cheviots and Summer Flannels. All Colors any Style.
PRICES: $5.50 $7.50 $9.00 $10.00 $12.50 $15.00
TOMKINS CLOTHING COMPANY,
ONE PRICE
CLOTHIERS

No. 34

Fla. Neither of these specimens (Nos. 33 and 34) would score very highly, since, while fairly neat, they lack the necessary force which an ad should have. This weakness is due principally to the faces employed, none of them being good ad-

type. But as Mr. Osborn says, these are economical creations inasmuch as that the cutting of not a single piece of material was required in their construction. Details denote careful treatment.

* * *

Owing to our contest last month, we did not show any other ads received, confining ourselves to the newspapers alone, consequently we have an abundance of ad reproductions for this installment. O. H. Walters, of the *Argus*, Albion, Neb., has sent a packet of quite creditable specimens, accompanied by the following welcome note:

Summer Clothing
We have an exceptionally fine stock of medium and light weight clothing that in fit, style and quality are not excelled. We especially invite your inspection of our
New Outing Suits
with the coats half lined, made with a shape retaining front in the home spun crash and other light weight fabrics in the light brown and grey effects, from $8.50 to $10
We have a new line of NECKWARE for the Fourth of July trade, also everything in working men's garments.
Jos. Papez The Clothier

No. 35

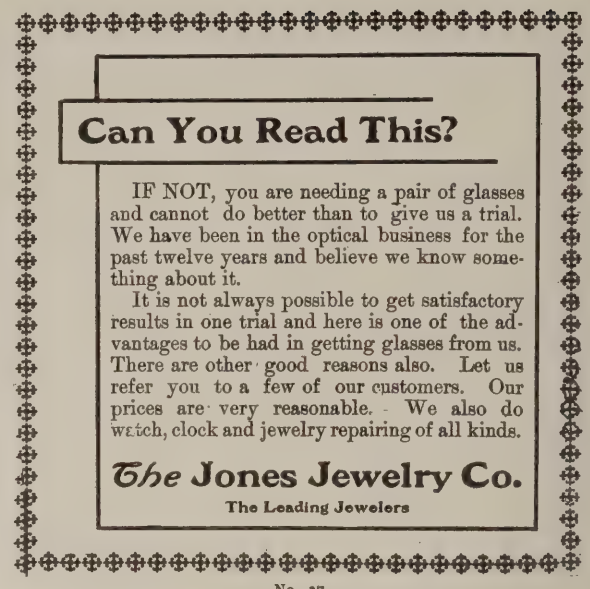
DEAR SIR:—Have mailed you under separate cover a few ads clipped from the *Argus* for criticism. Will appreciate any suggestions you may offer. The N. P.-J. is a great help to me and I think each issue alone is worth the price of a year's subscription.

Yours truly, O. H. WALTERS.

29c Special
We are closing out 200 pair
Boys' Knee Pants
Sizes 4 to 14, worth from 50c to $1 per pair. These are good goods, well made and are just the thing for the boys. Look at west window for them.
Gunther & Shirley

No. 36

As intimated above, and as indicated in the accompanying reproductions, Mr. Walters ranks considerably above the average in setting of ads. (Nos. 35, 36 and 37.) The joining of the corners in No. 35 is somewhat defective, and where a line is enclosed in a panel, as at the top of this ad, it never looks well if there is greater space between the words than at the ends of the line. In displaying "New Outing Suits" it would doubtless have been better to have set "New" as the first line and "Outing Suits" as the second. By the way, "Neckware" is a new commodity to us, yet we note by this ad that Jos. Papez had a new line of it "for the Fourth of July trade," which might indicate that it were some sort of new-fangled fireworks. There is no special fault to be found with specimen No. 36, and specimen No. 37 is an especially neat little ad, its wording being as catchy as its design.


Can You Read This?
IF NOT, you are needing a pair of glasses and cannot do better than to give us a trial. We have been in the optical business for the past twelve years and believe we know something about it.
It is not always possible to get satisfactory results in one trial and here is one of the advantages to be had in getting glasses from us. There are other good reasons also. Let us refer you to a few of our customers. Our prices are very reasonable. We also do watch, clock and jewelry repairing of all kinds.
The Jones Jewelry Co.
The Leading Jewelers

No. 37

O. BYRON COPPER.

VALUE OF NEWSPAPER TRAINING IN PUBLIC LIFE.

Mayor Geo. B. McClellan, of New York City, has had enough to do with the press to know something of the value of a newspaper training as a means to fit one for public life. He recently said:

The best possible preparation for a political career is a few years' experience as an active, conscientious reporter on an American newspaper. Such an experience rapidly develops in any young man the best qualities that are in him. Presupposing him to have enjoyed the advantages of a fair education, he learns to apply all the knowledge he possesses and to ardently hunger for more. Instead of poring over ledgers in a business office, he is studying in the great school of human life. He constantly broadens his intellectual view and gains a comprehensive grasp of public affairs. The variety of his work sharpens his intelligence; his enthusiasm grows with his development, and he perforce becomes a critic of men. This is the primary essential in a public man's career, and no other preliminary training affords it, and the other advantages mentioned, to any degree comparable with practical journalism.

SOME VALUABLE "KEEPS AND BE'S."

Keep calm.
Keep your temper.
Keep everlastingly at it.
Keep awake.
Keep interested.
Keep cool.
Keep your mind concentrated.
Keep from envying those who appear to be more successful than yourself.
Be progressive, but not reckless.
Be business-like.
Be courteous to all.
Be accurate in keeping accounts.
Be prompt.—*William E. Towne in The Hustlers' Magazine.*

National Printer-Journalist

A Journal for Printing and Allied Trades

Entered at the Chicago Post-office as Second-class Matter.

BENJAMIN B. HERBERT . . . . . EDITOR

Official Paper of the National Editorial Association.

PUBLISHED MONTHLY BY THE

NATIONAL PRINTER-JOURNALIST COMPANY

OFFICE OF PUBLICATION:
1319 WEST RAVENSWOOD PARK, CHICAGO, ILLINOIS

EASTERN OFFICE:
150 NASSAU STREET, NEW YORK CITY.

WILLIAM E. HERBERT . . . . . Resident Manager, Chicago Office
BENJAMIN S. HERBERT . . . . . Secretary

SUBSCRIPTION RATES:—In the United States, Canada and Mexico, $2.00 per year, in advance; single copies, 20 cents.

Orders for subscriptions will be received by all dealers in printing material in the United States and Canada.

Remittances may be made by draft, money order, or registered letter. Make all remittances free of exchange and payable to the order of the NATIONAL PRINTER-JOURNALIST COMPANY.

FOREIGN SUBSCRIPTIONS:—To Countries within the Postal Union, 10s. 6d.

FOREIGN SUBSCRIPTION AGENTS:—International News Company, Breams Buildings, Chancery Lane, London, E. C.; F. O. Strong, 111 Fleet Street, London, E. C., G. G. Turri & Co., Melbourne, Australia; The India Printers' Agency, 249 Mint St., Madras, India; Successful Advertising Co., Bangalore, India; John Dickinson & Co., Ltd., Cape Town, South Africa.

ADVERTISING RATES PROMPTLY FURNISHED UPON APPLICATION

The NATIONAL PRINTER-JOURNALIST is unequalled as an advertising medium in its field. No attention paid to postal card requests. Information cheerfully furnished to all patrons.

Subscribers and patrons will confer a favor on the National Printer-Journalist Company by sending in the names of responsible newsdealers who do not keep the monthly on sale regularly.

Manuscript sent in for publication must be accompanied by a letter of explanation and return postage.

CHICAGO, OCTOBER, 1905.

Be kind and thoughtful of your employees and ever recognize loyal or superior service.

* * *

The health, comfort, good feeling, and well being in every way is as important to the employer for effectiveness and desired results as to the employee himself.

* * *

Be on good terms with your men. The bane of spurious unionism is that it destroys the *entente cordiale* between the employer and his employees.

* * *

The wonderful and constant growth of newspaper advertising is the strongest proof of its efficiency, and this growth is a compliment alike to the enterprise of business men and newspaper makers.

* * *

Trained judgment, quick discernment, good nature, and generosity are four things in which an editor should not be lacking, and a fifth that should never be wanting is broad, deep sympathy that brings one in touch with all humanity and is a very important part of what is known as news sense.

* * *

Do not be afraid of exhausting your powers or your knowledge by using or giving. All the faculties of the mind, soul and body are strengthened by use. The more knowledge you impart the more you acquire. Life comes by living. Pour out your life freely and each day it will come back to you enlarged and glorified.

Do not overpraise a man unless you wish to do him a personal injury. Even overpraise of a great President will, in the end, do him more harm than good. Do not praise the unworthy, for it is worse than casting pearls before swine, for pearls fed to hogs give them no additional power to injure. Praise bestowed on the unworthy may place them in positions of power where you cannot escape them.

* * *

Reciprocity is as much the rule to success in newspaper publishing as in business. We must give, in order to receive. We must confer benefits to expect benefits. There are hundreds who seem willing to receive at the hands of the newspaper without making any returns and are only alive to the power of the press when, in the performance of duty, the newspaper comes in contact with their selfish interests, schemes, pet theories or institutions or publishes their wrongdoings.

Such need an occasional strenuous lesson and when such a lesson is given in all sincerity, with fearlessness and vigor, it generally works good both to the individual and to the newspaper. It results in awakening a wholesome respect, yet it is the mission of the press, above all else, to serve, and valuable service will bring recognition and reward.

* * *

The convention of the National Photo-engravers, the National Electrotypers and the United Typothetæ of America organizations this year have been noted for strict attention to business and the prompt attendance on the sessions. There was an air of sober earnestness and of deep conviction that augurs much for the success of these three associations of progressive, up-to-date business men—engravers, electrotypers and employing printers. There is a time for everything in this world, but when men unite to advance the knowledge and to improve the conditions of their craft, the time for recreations, excursions, fun and frolic is not during the sessions of their conventions. Absenting oneself from meetings is an offense to the officers, to those on the program and to the whole organization. Attendance is the duty of every member and ought to be a pleasure. Observance of this duty and privilege shows a higher standard and suggests accomplishments of value and importance.

* * *

The United Typothetæ of America, at its recent convention, did the wise and just thing in placing its contention with Typographical Union on this high plane of personal liberty, of freedom of contract and labor. To our way of thinking, it does not so much matter whether a working day is eight hours or nine hours, so long as the workmen are paid a fair wage in proportion to their ability, efficiency and earnings. There is an incontrovertible argument or self-evident truth, however, in the existing conditions, showing that, without the power to reduce fixed expenses, such as are the permanent investment, the cost and wear of machinery, rent, interest, soliciting, bookkeeping, management, supervision, etc., it is impossible to go on reducing the output or the hours of labor and increase wages without resulting in bankruptcy. This is made doubly impossible when the man who owns the business and must make it profitable in order to pay wages is deprived of the control of that business or the direction of those in his employ. Above all business considerations are the principles of right involved. While the members of the United Typothetæ stand

firmly on the recognized principles of personal liberty and contend for the recognized right or privilege of conducting their own business, of making their own contracts for labor and the right of every man in this free country to work, free from the dictation of others, they will command the sympathy and support of all intelligent, liberty-loving people.

* * *

The movement inaugurated by the United Typothetæ of America, to establish schools of typography, should be given every possible aid and encouragement. As has been frequently stated in these pages, industrial education is the increasing need in this country. Its growth in the past few years has been very encouraging, yet the demand for trained workmen has not been begun to be met. Every one knows that under existing conditions the proper training of craftsmen in our printing offices is next to an impossibility. The loss from incompetent workmen in this craft, if it could be estimated, would astound even careful employers. It goes without saying that a printer should have a thorough education in all the elementary branches of learning. His knowledge of the meaning and use of words, of spelling, punctuation and capitalization should be as nearly perfect as possible. Beyond this, typography presents a vast field for study and practice. Printing is not only a trade, but it is an art, and an art that is approaching, in the artistic results demanded, that of the painter on canvas. An artistic printer must understand the laws of proportion, of perspective, of color, of artistic touch and effect. He should be well informed, too, in history, biography, and all current knowledge. We believe that the mission of our public schools should be broadened into the idea of preparing the youth for healthful, useful, successful lives, as well as for intelligent citizenship. A man is worth very little as a citizen who cannot first make a living, who cannot so use his hands, his eyes and his mind as to be effectually helpful in his work, instead of blundering along and retarding work and hampering results by having constantly to be shown, helped and corrected by others. One-half the expense or loss in many printing offices comes from the correcting of blunders that never ought to have been made, or the permitting of these blunders to slip through, uncorrected, necessitating the doing work over again or else destroying the reputation of the office and entailing not only worry but loss upon patrons. A thorough training and knowledge of the art pays both the employer and employee. This is strikingly exemplified in machine composition. Thirty dollars a week and more are frequently paid to the expert machine operator, and such an one is more profitable at that price to the employer than is an incompetent operator at one-half that price. The per cent of loss on the work actually turned out in no less on the incompetent printer at the case than on the incompetent operator on the machine, and often much greater, though the loss is not so evident. The education of printers at the expense of employers would be an investment that would pay a hundredfold the amount of the outlay or investment required. When a goodly number of thoroughly trained printers were ready to take their places in all our offices, all others would be compelled to come up to their standard, unless, forsooth, an overbearing, dictating unionism should have the power to prevent the employment of the trained and efficient, and force the incompetent into the offices. This, however, need never be feared, so long as the employers stand together and insist on the rights of personal liberty and managing their own affairs.

* * *

In the *Century Magazine* for April, May, June, July and August, Melville E. Stone, Manager of the Associated Press, told an interesting story of news gathering over all the world. The Mansfield, Ohio *News* used this story with the consent of the writer, in a most effective manner, that made it not only a splendid advertisement for the *News,* but transformed it into a most interesting local article, filling a full page of the paper. We reproduce the page to show how this was neatly accomplished. It only required three etched plates, showing, first, telegraph wires from all over Ohio, and then, second, from all over the world, and, third, from all over Richland County, centering in the upper story of the splendid *News* building, with appropriate headings and a brief introduction to the article. We commend the appropriate declarations printed "under the wires" in each illustration:

(1) The *News* makes a special feature of Ohio news. Besides covering larger State happenings, special correspondents, in the important news centers, furnish in brevity form, the day's events by telegrams, making each day a department of news notes of Ohio towns.

(2) In Mansfield the *News* controls the Associated Press franchise. The report is taken over a local wire by its own operator direct to the *News* editorial rooms. Few papers, in cities of Mansfield's size, employ so expensive a service.

(3) No other paper so thoroughly covers Richland county happenings as the Mansfield *News*. It's the "Home Field" to us and we realize its importance to our subscribers. By means of forty special correspondents, the *News* keeps in constant touch with every section of Richland county.

Besides sending out copies of the paper containing this illustrated and very convincing article, the *News* followed it up with postal cards to residents of Richland county who were not subscribers of the paper. This is an illustration of one of the many methods by which Capt. W. S. Cappellar and his associates keep up the circulation of this splendid local daily, in a comparatively small interior city, to the high mark of some twenty-five thousand copies and more and constantly growing.

* * *

The representatives of the news bureau and the reporters for the great dailies made a signal record of success in reporting the doings of the peace commissioners at Portsmouth. They established a reputation, not only for being men of broad intellects and knowledge, of conscientious industry and devotion to duty, but as reliable gentlemen worthy of all confidence and trust. Mr. Witte, who, whatever may be thought of the ruling class in Russia, proved himself to be a broad, liberal minded man, rightly paid these newspaper workers the following deserved compliment, in his speech of thanks:

"Now, gentlemen, that we are about to part, I should like to say I owe you a debt of gratitude which I openly acknowledge, and, were it possible, would gladly repay. I fear that from stress of work or indisposition I may at times, perhaps, have spoken to you less freely, less attentively, less often than you and I would have liked. If so, I now apologize frankly, and assure you that every such act greatly misinterpreted my intention, which was to show you all the consideration due from one honest worker to another. Gentlemen, accept for yourselves and convey to your colleagues throughout the States my heartiest thanks and my best wishes."

* * *

"Read all the literature you can bearing upon the pursuits you mean to follow and you will succeed."
—*Herbert Vreeland.*

A WORTHY SILVER ANNIVERSARY OCCASION.

It is natural for men to mark time by epochs or the rounding of some fixed cycle of days, months or years. The completion of the period of twenty-five years, when observed, has come to be known as the "Silver Anniversary" and is an important milestone in the life of every human undertaking or enterprise under the direction of one man, copartnership or company. If signal success has been attained it is an appropriate time for rejoicing by the parties immediately concerned as well as by friends and patrons. Twenty-five years ago, in New York City, two men, under the firm name of F. Wesel & Co., commenced the manufacture of brass and steel rules, stereotype blocks and galleys.

The growth of the business through good workmanship, industry and promptness, at any cost or trouble, to accommodate customers was, from the very first, rapid and substantial and today the factory, at 70-80 Cranberry street, Brooklyn, N. Y., "just across the bridge," is the finest in America for the manufacture of printers' and plate makers' specialties.

The same man is at the head as in the beginning, while his son, F. Wesel, Jr., thoroughly educated and trained for the work, occupies the position of Vice President of the now great corporation. To celebrate the worthy accomplishment of twenty-five years, invitations were extended to all friends and patrons to attend a reception in the splendid new building on September 13, 14 and 15, followed by an outing and picnic on Saturday, the 16th, of all the employes and invited guests.

Many hundreds each day availed themselves of the opportunity to inspect this model establishment, to study the perfect arrangements, to examine the wonderful machines and appliances representing the highest achievements in the particular branches of inventions of scientifically constructed machinery, and to watch the construction of the hundreds of devices of varying sizes and patterns in the process of making, and last, but not least, to participate in the congratulations and felicitations of the occasion, to partake of good cheer with the generous hosts, all the members of the great Wesel Manufacturing Company, and to indulge in sociality. The occasion was filled with instruction as well as pleasure. The perfect system, the cleanliness, brightness everywhere, the adaptation of everything to the accomplishment of the ends designed, the rapid forwarding of work, the absolute perfection of production, were everywhere noticeable.

As a model for other establishments, we shall have more to say in detail later. One of the things that particularly attracted our attention was the modern, up-to-date electrical equipment. There are over two hundred individual motors and six hundred incandescent lamps of sixteen candle power and ten arc lights of 160 candle power. The individual electric drive shows a saving of room, a great economy in the power consumed, an increase of output and a more perfect and uninterrupted diffusion of light. Every attention has been paid to this great desideratum of good light, as well as to ventilation, sanitation, brightness and cleanliness and to the convenience and comfort of employes. The business offices are well and tastefully furnished and in every way the establishment is a worthy home of a great modern industry, where intelligence and good will reign.

We were impressed, by meeting different visitors as well as members of the company, with the fact that New York is drawing men from every State of the Union as well as from the progressive nations of Europe. Here were men whose homes had been in Minnesota, Iowa, Illinois, Indiana and we know not how many other western States, as well as New Yorkers and New Englanders. But this is another story.

In this commemorating of the twenty-fifth anniversary of the founding of the F. Wesel Manufacturing Company the affair took largely the form of an enthusiastic celebration on the part of the large force of employes of the company. The large factories and warerooms, at the corner of Henry and Cranberry streets, Brooklyn, had been handsomely and artistically decorated throughout the different departments; the buildings had also been patriotically decorated outside, American flags, and bunting in festoons and drapery were everywhere.

It is a well-known fact among the employes of Mr. Wesel that he is a very early riser, and in order to be on hand early enough to escort him from his residence at 78 Hicks street to the factory, the factory employes gathered at his residence with their band of music at 7 o'clock in the morning of the day opening the celebration. After serenading Mr. Wesel, they formed in line and escorted him to his office in the factory. The heads of the mechanical departments presented Mr. Wesel with a large group picture, in which was shown each individual factory foreman. This was also accompanied by a set of beautifully engraved resolutions. The presentation of these occurred in the general offices of the company. Mr. Gutekunst, the oldest present employe of the F. Wesel Manufacturing Company, was the first speaker, and said:

"Mr. Wesel: "Twenty-five years ago today you laid the foundation of this business, which now shines as the brightest star in its line, not only in our country but in the whole world.

"I may say in the name of my fellow employes that we

SILVER LOVING CUP PRESENTED TO MR. F. WESEL.

recognize, that although we have tried to do our share, it is due to your business acumen, energy and perseverance, that the business has grown from a very small start to be the largest in its line in the comparatively short time of twenty-five years.

"We, as your employes, wish to offer you our heartiest congratulations, and hope for continued success, and assure you of our love and high esteem, and in offering you this token of our affection express the sincere hope that the company may continue to prosper and grow."

Mr. Winter, Superintendent, in behalf of the Executive and Engineering staff of the establishment, spoke as follows:

"Mr. Wesel: As the representative of the Executive and Engineering Staff of your establishment, I beg to offer you our heartiest congratulations upon this occasion of the 25th anniversary of the establishment of your business, and at the same time to express our high esteem and thanks for your uniform courtesy and fairness.

"I also desire to express the hope that the past pleasant relations between yourself and us will be continued in the future.

"In conclusion, I may say as a personal reminiscence, that the first thing I did when entering your employ was to help

enlarge your manufacturing facilities, and all of us, believing in expansion, hope that we will keep on doing the same forever.''

Mr. Renken, Assistant Superintendent, added the following words of congratulations and best wishes to President Wesel:

''Mr. Wesel: In presenting this picture, showing you surrounded by the heads of the various departments, we wish to offer our best wishes upon this occasion, and hope it will be received in the spirit in which it is given.

''We also sincerely hope that you will further prosper and live to see the 50th anniversary of the business and a continuous growth of the same.''

Following this was the presentation of a loving cup by the financial, sales and advertising departments, with a presentation speech as made by Mr. Brands, as follows:

''Mr. Wesel: We have chosen this opportunity as a fitting time to carry out a cherished desire on the part of each and every one in the departments here represented, to attest our esteem and personal regard for you as an employer, as a citizen, and as one of the foremost men in the ranks of the captains of industry of this country. We congratulate you upon your achievements during the past quarter of a century. The business that you have built up in that period is a monument to your ability, energy and honest purposes. We are proud of you—proud of the institution you have so successfully and ably managed. We will not attempt here to review what you have accomplished. The results of your untiring energy and keen perception of thorough business methods is reflected in every part of this great institution. The name of F. Wesel is a household word in every printing office of any note throughout this land. And that name has crossed the waters to foreign lands, until ''Wesel Quality'' is known the world over. We also congratulate you upon the fact that at the close of this crowning period in your business career that your mental and physical strength is in no way impaired. And it is our earnest desire that you may live long to enjoy the fruits of your labor. As further evidence of good will we present to you this loving cup, which we wish you to accept as a slight token of our lasting friendship and esteem for your personal worth. May this cup ever be filled to overflowing with happiness and good cheer as your reward.''

To these speeches Mr. Wesel responded briefly in his usual hearty and sincere manner, expressing his appreciation of the good will shown, and took occasion to review in a few well chosen words the past history of the business of the company. He assured all present that he would never forget what the workmen and all other employes have done in helping to build up the business, which has now grown to such grand proportions.

* * *

STILL FORGING AHEAD.

THE PUBLISHERS' PRESS ADD ANOTHER TO ITS LIST OF NOTABLE ''BEATS.''

The reputation which the Publishers' Press Association has achieved as the foremost news gathering association of the world was greatly enhanced by its recent news beat at Portsmouth, when it succeeded in distancing all competitors by several minutes in announcing to the world that the Russian and Japanese plenipotentiaries had agreed upon peace terms. As a result of this achievement the Publishers' Press has been the subject of much favorable comment editorially not only throughout the United States, where it serves hundreds of enterprising dailies, but also in Europe, where it has a constantly growing clientele. A letter received from Wilfred King, managing director of the Exchange Telegraph Company, of London, by President J. B. Shale, of the Publishers' Press, expressing the appreciation of the company for the beat given it on the Portsmouth announcement, concludes as follows: ''As far as I am able to judge you were about twenty minutes ahead of Reuter and everybody else.'' The Meriden, Conn., *Journal* commenting editorially on the Portsmouth service said: ''It was quick work and good work. But then it's a habit Publishers' Press has and hardly worthy of special notice.''

This notable beat at Portsmouth is only one of a number of instances in which the Publishers' Press has scored a distinct triumph over all its contemporaries. These include the shooting of President McKinley, the death of Queen Victoria, the assassination of King Alexander and Queen Draga of Servia, and a score of other events of worldwide interest.

The Publishers' Press recently took over the Union Associated Press of New York, which supplied a number of papers in the South, under a lease for a term of years with an option for the purchase of the concern at the expiration of that time. The Publishers' Press is now serving 58 per cent of the evening dailies taking a telegraph report in the South. The news gathering field, so far as press associations are concerned, can now be said to have narrowed down to the Publishers' Press and the Associated Press, and this concentration of news gathering facilities can have none other than a good effect upon the newspaper business in general. There is need for but two press associations and newspaper publishers are beginning to realize this fact more now than ever before.

* * *

ENTERTAINMENT OF NATIONAL EDITORIAL ASSOCIATION AT INDIANAPOLIS IN JUNE, 1906.

A meeting of the committees appointed by the several Indiana Editorial Associations was held at the Grand Hotel, Indianapolis, September 15. All of the associations were represented. Mr. R. S. Truitt, of the Noblesville *Ledger*, was elected permanent chairman; J. B. Whitehead, of Indianapolis, secretary and treasurer. On motion of ex-Lieutenant Governor W. S. Haggard, of Lafayette, the chairman and secretary were instructed to appoint committees on finance, transportation and entertainment, the chairman and secretary to be ex-officio members of all the committees. The secretary was instructed to prepare a circular to solicit subscriptions to a fund for the entertainment of the national editors on what is to be known as the Hoosier Editors' Day, to be held on Thursday of the week of the meeting of the National Editorial Association in Indianapolis. The organization is to be known as, and all checks and money orders are to be made payable to, the Indiana Allied Editorial Association. The following towns to be visited by the national editors were selected, as they would show the diversified resources, manufactures, educational institutions and resorts of the state: Franklin, Columbus, Seymour, Madison with river trip to Louisville, Ky., Bedford, French Lick Springs, Lafayette, Logansport, Marion, Winona, Culver and South Bend. The committee on transportation will at once make arrangements with the railroads to haul this special train to these points. Towns en route between these points will probably entertain the editors for a short time if arranagements can be made for stopovers. The Hoosier Editors' entertainment will be held at the most central point, or where transportation facilities to handle a large crowd can be guaranteed.

* * *

ESTABLISHING CIRCULATION.

MARION, IND., Sept. 5, 1905.

Editor National Printer-Journalist, Chicago, Ill.

DEAR SIR: Enclosed you will find a pass to our press room. Should you ever visit Marion, use it and you will find that the *Leader* has all it claims.

The passes are issued to both local and foreign advertisers and we want every one who receives one to make use of it. The *Leader* maintains an ''Open Door'' policy and believes that the buyer of advertising space has a right to know the quantity of his purchase.

Detailed monthly statements of circulation are made and sworn to and every facility is extended to patrons who desire to verify our claims.

I believe that you will agree with me when I say that the *Leader* aims to give every advertiser a square deal.

Yours very truly,

THE MARION LEADER,

By H. Van Trump.

We fully agree with the *Leader* in its claims and give a reproduction of the ''pass'' as a new and ingenious method of calling attention to the merits of a newspaper, its open and fair business methods and its business commanding circulation.

MORE WORK THROUGH PUBLICITY

BY HARRY A. WOODWORTH

Address all Communications for this Department to
349 Jarvis Street, Toronto, Canada

MY department was counted too voluminous last month, especially (I suppose) because of the lateness of its arrival at Chicago. So the remainder of what I wrote last month goes in when the melancholy days are come. It seems as if I'd have a hard time catching up to some of you; but please don't think your turn is not coming, unless your matter has been lost in the various accidents which have occurred to my stuff of late. "You had probably," writes the home office, "better write an introductory paragraph so that we shall be able to use a cap or initial letter for a starter." That's the reason for this introduction. Ah! how many poets, for instance, realize that the reason for the prompt acceptance of some of their effusions by magazines is primarily because the verses just filled the bottom of a page? Ignorance is blissful—sometimes. But what a pang it gives one to realize that one's introductory paragraphs are not sought for by the editor because of their erudition, or their wit, or their logic, or their style, but simply because they give the printer a chance to make the paper look pretty!

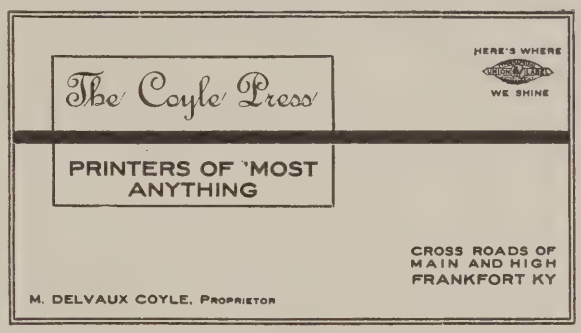
* * *

M. Delvaux Coyle, of Frankfort, Ky., is still doing good work at the cross-roads, and original work, too. This card (No. 1a) has the words "Printers of 'Most Anything" in red. The "balance" is black. That new script looks well in combination with the Gothic. In the other job (No. 2b) the heavy rule is in red, and a warm, cheerful red it is, too. Mr. Coyle uses the union-label with "Here's where we shine,"

2a

without the usual rays this time. I never particularly cared for Mr. Coyle's use of "Frankfort Ky" without any punctuation. But he's evidently abandoned the old "M Delvaux Coyle Prop," so I'm comparatively thankful. A letterhead on orange stock (hence unreproducible) is an elongated specimen of the same style of composition. It's an example of excessive whiting-out, but as the white is orange, the effect is good, and the thick red line helps to make it so.

I wonder if Mr. Coyle ever received a personal letter I wrote him months ago in answer to a request of his. I fear not; for he is generally prompt in answering any criticism, favorable or not, which I make in these columns, with a long and most entertaining, even though generally blarneying, letter. I am such a miserably poor private correspondent at best that it seems too bad that a reply to a courteous request should be lost, and that I should possibly get the credit of being uncourteously remiss—which I really try never to be.



1b

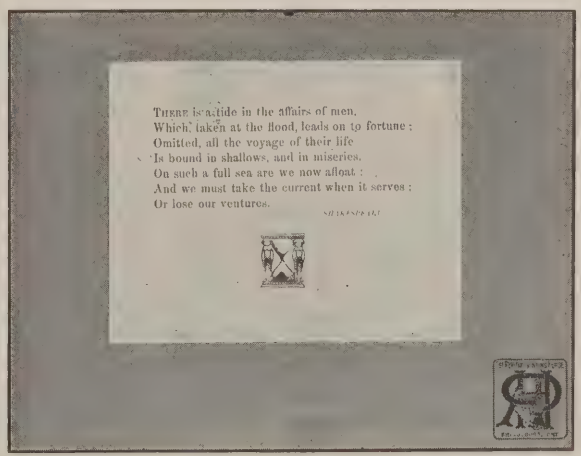
BRIDGEBURG, ONT.

Harry A. Woodworth, Toronto.

DEAR SIR:—I enclose a few specimens for your criticism in the NATIONAL PRINTER-JOURNALIST. I am greatly indebted to you for your suggestions regarding our "work-mark," and would like to know what you think of the final effect.

Yours very truly,
E. W. JOHNSTON, JR.

My suggestions as to the work-mark were made (by request) through the medium of a letter. I forget just what they were, but I think that between us we have produced a rather creditable "standing advertisement." And I regret very much that Mr. Johnston did not send me black and white proofs of some of the very distinctive jobs upon which he used it. But there's too great a proportion of light blue, which looks very nice, indeed, in the original, but which would be lost in the reproduction. The work-mark has been made in a variety of sizes, and with and without a surrounding panel containing the name and address of the firm. I'll let the


There is a tide in the affairs of men,
Which, taken at the flood, leads on to fortune;
Omitted, all the voyage of their life
Is bound in shallows, and in miseries.
On such a full sea are we now afloat:
And we must take the current when it serves:
Or lose our ventures.

3c

engravers see what they can do with two slips on brown linen-finish stock (Nos. 2 a and b). The work-mark and the word "Printing" on the long slip are red; the balance is black. The other slip is 3½ x 4¼ inches, and is meant for memoranda. The line "Review Printing House" and the rule are red; the rest is black. Here is a wall-hanging card (No. 3c) from which I hope the N. P.-J. will have a half-tone made, in order to show its size and arrangement. It comes in an envelope inscribed, "A Dictum Worthy of Wall Space in Office or Den." The base is a bit of cover-stock of a soft cadet blue, with the work-mark in gold. The quotation is printed on a glazed flat paper with a blue tint. The wording is in black with the appropriate ornament in blue. This design is also made with black cover-stock as a base—and with a white deckle-edge antique slip pasted on.

By the way, I once made this same quotation in a job I designed, with the text printed thus:

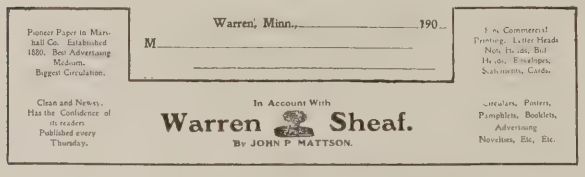
THERE I$ A TIDE IN THE AFFAIRS OF MEN,
WHICH, TAKEN AT THE F£OOD, £EAD$ ON TO FORTUNE;
OMITTED, A££ THE VOYAGE OF THEIR £IVE$
I$ BOUND IN $HA££OW$, AND IN MI$ERIE$;
ON $UCH A FU££ $EA ARE WE NOW AF£OAT;
AND WE MU$T TAKE THE CURRENT WHEN IT $ERVE$,
OR £O$E OUR VENTURE$ —$HAKE$PEARE.

Well, here's $UCCE$$ to the publicity obtained in connection with the new work-mark!

(The engravers have tried their most weird incantations over numbers 1a and 2b without effect.)

* * *

Alvin E. Mattson, of Warren, Minn., sends me some work which shows tastefulness and originality. The letterhead of the U. S. Post-Office at Warren is in a style that is in keeping with the dignity of such a place, and the tint-block is admirably colored, in connection with the text, to give a governmental-official look to the job. I show a billhead design (No. 3) which will not reproduce so as to show the effect properly.


Pioneer Paper in Marshall Co. Established 1880. Best Advertising Medium. Biggest Circulation.
Warren, Minn., 190
M
In Account With
Warren Sheaf.
By JOHN P MATTSON.
Clean and News. Has the Confidence of its readers Published every Thursday.
Commercial Printing. Letter Heads Note Heads Bill Heads Envelopes Statements Cards
Circulars, Posters, Pamphlets, Booklets, Advertising Novelties, Etc, Etc.

1

The heavy rules which form the border are in a green tint, which is set off on the outside by yellow rules. The sheaf is likewise yellow; the remainder is blue. This job seems to me a good example of the obtaining of a striking and somewhat elaborate effect by simple methods. A larger cut of a sheaf is used on a letterhead. It is printed in a tint, and the words "By John P. Mattson," in another color, are printed over the cut. Don't do this again, please; the effect is not good, and hurts an otherwise simply strong job. Printing over pictures in a tint is something that has spoiled many a job. Of course, much depends upon the size, shape and character of the picture.

* * *

"I see," writes L. A. Ewing, of St. Louis, "that FitzGerald has finally awakened and is dishing out his usual good advice. Good!" And yet, since Mr. Ewing wrote that letter none of us have heard anything from Mr. FitzGerald in the columns of this journal. I forwarded him a query some time ago as to the more preferable of two jobs, but as he seems to be taking a little vacation, I answer the following query, though I well realize that my opinion on the matter—unless it should happen to be the same as Mr. FitzGerald's—would certainly not be as sound:

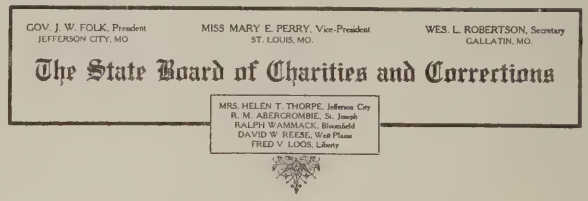
GALLATIN, Mo.

Harry A. Woodworth, Toronto, Canada.

DEAR SIR:—Enclosed find three styles of a letterhead; and we should like to have your criticisms and judgment as to which is preferable. Yours truly,

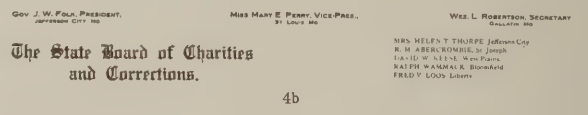
ROBERTSON & BALL.

Now here are three jobs, which each have their good points, and are each composed in modern type and in modern styles. No. 4a is in a panelled style which has been popular for several years past. There are just two faces of type, neither of which is very old—one of them being essentially modern. It is one of those new type-forms which mark a distinct advance in type-founding. With their long ascenders and other characteristics, they are, in fact, what might almost be termed "self-leading" type. The rules, especially those of the smaller


GOV. J. W. FOLK, President JEFFERSON CITY, MO
MISS MARY E. PERRY, Vice-President ST. LOUIS, MO.
WES. L. ROBERTSON, Secretary GALLATIN, MO.
The State Board of Charities and Corrections
MRS. HELEN T. THORPE, Jefferson City
R. M. ABERCROMBIE, St. Joseph
RALPH WAMMACK, Bloomfield
DAVID W. REESE, West Plains
FRED V. LOOS, Liberty

4a

panel, are not especially well joined, and the old-fashioned ornament does not seem to be in particularly good keeping with the job, though it has a certain harmony with the Cheltenham. There is some reason for the names of the lesser lights of the board being in smaller type than that of the others, but it does not seem as though there were a good reason (outside of expediency in such a design) that they should have a panel to themselves, or that the residences of these persons should lack the state abbreviation, whereas St. Louis and Gallatin, and (in one instance) Jefferson City, are


Gov. J. W. Folk, President, Jefferson City, Mo
Miss Mary E. Perry, Vice-Pres., St. Louis Mo
Wes. L. Robertson, Secretary Gallatin Mo
The State Board of Charities and Corrections.
Mrs. Helen T. Thorpe, Jefferson City
R. M. Abercrombie, St. Joseph
David W. Reese, West Plains
Ralph Wammack, Bloomfield
Fred V. Loos, Liberty

4b

thus distinguished. No. 4b is a neat job, and the name of the board is perhaps more easily "read at a glance" than in either of the other styles. But why should the bulk of the board have their names and addresses in Roman, while the titled members have theirs in a heavy Gothic? It seems that an extra type-face is here introduced without a good reason—in fact, when there is a decided reason against it. The most modern and original job is undoubtedly No. 4c. The arrangement of the board name, with its large initial letters, is pleasing, and the lines are well divided, and have a pleasing alignment. Here, too, the composition of names and addresses is more uniform than on either of the other letterheads. But why fence off those other members with the strips of rule? The rule-work seems out of keeping with the job, anyway. If the names of Mrs. Thorp et al. were sunk somewhat, I should unhesitatingly pronounce in favor of No. 4c. In this job I should also suggest commas after the words "President," etc.,

GOV. J. W. FOLK, President JEFFERSON CITY, MO.
MISS MARY E. PERRY, Vice President ST. LOUIS MO
WES. L. ROBERTSON, Secretary GALLATIN MO
The State Board of Charities and Corrections
MRS. HELEN T. THORP, Jefferson City
R. M. ABERCROMBIE, St. Joseph
RALPH WAMMACK, Bloomfield
DAVID W. REESE, West Plains
FRED V. LOOS, Liberty

4c

rather than periods, making the punctuation of the job uniform, as in No. 4b. By the way, I don't know why, in 4b, the word "Vice-President" was alone abbreviated, unless there were not sufficient sorts. I have never heard from Messrs. Robertson & Ball before, but I hope to do so again, as I see their own letterheads, etc., are such as call for no such strictures as I have made concerning the jobs submitted for criticism.

* * *

"Well, what in thunder will they get up next?" was the exclamation of the postman as he threw a missive—which I

dodged for fear it might be even more striking as a missile—upon the table near me. This particular specimen was a private postal-card of the ordinary size, containing part of that quotation of John Ruskin, "All works of taste," etc., which has been so freely used in printing-advertising since I gave it in this department a year or less ago. The most remarkable thing about the card (No. 5) is that it is a strip of burnished brass, which was somewhat dented on the reverse side by the post-office stamp, whose imprint was, however, illegible. After a few stamps are broken on this species of post-card, I fear me the postal authorities will put it under the ban. But it is undoubtedly handsome. It comes from the Randall Printing Company, St. Paul, Minn. I'd like to see a half-tone of the message, which certainly looks "swell" in red and white and black on the shining metal. On the address-side is this paragraph:

Novelty, enterprise and effectiveness characterize Randall advertising creations. Printing on brass is a sample of our originality. Let's exchange ideas. To express them intelligently is our specialty. Come to us.

(The engravers are unable to reproduce No. 5 by either the half-tone or zinc-etching processes.)

* * *

That rule at the top (being, like the other rulework, green) is a pleasing feature of this characteristic creation of Edward

Stutes Printing Company

Designers **Printers** *Embossers*

110 South Post Street
Phone Main 4167

¶ You Will Remember the Quality Long After the Price Has Been Forgotten

SUCCESSOR TO GREENBERG *and* STUTES

6

W. Stutes (No. 6). The word "Printers" is red, the rest is purple; and the nice disposition of white space helps a lot.

* * *

Every now and then there's a typographer of whom I never before heard—frequently from a place of which I never before knew—who sends me samples, for the first time of course, which entitle him to the highest praise which I am capable of bestowing, right away. I have had such samples from Lennis Brannon, of Talladega, Ala., for some time, and since then I

Brannon
Typographer
With Brannon Printing Co

Your specimens received and carefully noted. They need no criticism from my hand. Your work is along the lines I have advocated for years; dignified and simple. I congratulate you. I think you have found your work.
—Will S. Crombie, editor Department of Specimen Criticism Progressive Printer, St. Louis

Dated at
118 East Street, Talladega, Ala.

7a

have noticed that he has been given a seat among the top-notchers by abler critics than I. How he utilizes this criticism is shown by Specimens No. 7 a, b and c. Gin ithers gie a wee toot to your horn, let the warld hear; it's publeecity, ye ken. But I never before knew that Mr. De Vinne was the *publisher* of the *Century Magazine*. Those sticks in No. 7a are suggestive of Beran: Some of His Work; but they are always pleasing to the fraternity; and I trust they are appreciated by the general public. By the way, that same general public, even those of it who are not of German extraction, must be getting quite proficient in reading Old English letters; for some of the beautiful new Old English faces are becoming very popular, even when used in the 6-point size. Suppose they are a little hard to read—the effect is undoubtedly pleasing to persons of taste. No. 7a is whited-out in an admirable manner, and most pleasingly balanced. It is all black but the initial B, which is red; and this continence in connection with color is clearly commendable. No. 7b is a style of composition which is frequently employed by Mr. Brannon; and the long lines will likely prove suggestive to others who are looking for remarkable effects with less expenditure than was induced by excessive panelling. The three initials are red in this job. The third job is odd, but not wantonly bizarre. The heavy rule is orange, and the "P" of the initial, and the space next the border, is orange, too, which is hastily etched with a pin

Brannon Printing Company
Superior Typographers
Talladega, Alabama

7b

for the purposes of reproduction. The remainder seems to be purple in this light. If so, it may not suit the camera; though I have known purple to reproduce nicely. 7d is a job that is mightily pleasing to me, because of its red Missal initials in connection with the Engravers' Old English, and also because of its admirable balance. This is a fine example of a balance which is something more artistic—and likewise far more difficult—than the old-fashioned arrangement which once prevailed in parlors and printing-offices. The word "Printing"—the one without the initial—is wonderfully well placed. Mr. Brannon has designed another letterhead of this style for a customer which is, if anything, rather more imposing than this.

Brannon Printing Co
Talladega, Ala. 1905

7c

Brannon Printing Company
Printing
Talladega, Alabama July 29, 1905

7d

I shall reproduce more of Mr. Brannon's work in another instalment. But I cannot forbear this time to give the envelope corner (No. 7e), which is a smaller bit of composition than is generally thought to be suitable for a large envelope, but which for this very reason has an additional effectiveness. The "B"

Brannon:
Typographer
Talladega, Ala.

7e

is red. There's an artistic reticence about this job which is worthy of study. Mr. Brannon is an artist with an originality that is made particularly effective because he tempers it with the best in the ideas of others. He has a genius for proportion and, although he undoubtedly gives considerable study to any effect he strives for, he has an artistic appreciation of the exact moment when a piece of composition is finished.

This is a very gentlemanly letter from one whom the NATIONAL PRINTER-JOURNALIST is always glad to hear from, whatever he may have to say:

MILTON, WIS.

Harry A. Woodworth, Toronto, Canada.

DEAR SIR:—I want to express to you my appreciation of your reply (in the August number) to my criticism of the NATIONAL PRINTER-JOURNALIST. Yours is an able defense and I honor you for it. A newspaper man should be the last to criticise harshly. I only intended to give Mr. Herbert my views of the possibilities of his paper. I did not write for publication. The PRINTER-JOURNALIST is doing a grand work in which I take an interest. Hence my letter. Success to you in your work.

Yours truly, WILL K. DAVIS.

* * *

THERMOPOLIS, WYO.

Harry A. Woodworth, Toronto, Canada.

SIR:—I once more am tempted to trust to the fates and ask you to give your opinion on some of my "sage-brush" job work. Kindly criticise this letterhead and envelope and the enclosed statement. Remember that we have not the modern facilities for turning out good work out here, and are obliged to do about as we can. Respectfully,

A. L. DUHIG.

The use of note paper of a color which reminds one of sage is appropriate and the tint used for the large general view of the Big Horn Hot Springs at Thermopolis is in a color that admirably harmonizes with the stock. Mr. Duhig has a good eye for color harmonies and selects just the right red to go well with gold. He employs a style of composition with heavy straight and curved rules from which he makes some very original combinations. Those on the letterhead and billhead are rather pleasing; that on the envelope is, perhaps, a trifle too freakish. I believe I criticised the use of those ornaments with five irregular dots a year or two ago, when Mr. Duhig wrote me before. I don't like them any better now. In a job so profusely ornamented by a rule-design a dinky ornament takes away from it its effectiveness, and these ornaments are, to my pure mind, a little bit too suggestive of fly-specks. I should like the effect of the statement better were the big "M," which looks as if it fell from the upper line, left out entirely. "The newest place in town" is a good catchline for a newspaper office. "Prompt Payment Pleases Practical Printers" is a rather pleasing statement for a statement. "$1.50 per" is rather too slangy for such a serious thing as a billhead, according to my idea, and some might think a word had been unintentionally omitted. I'm glad Mr. Duhig remembered my desire to have him write again, though it is long since I have heard from him.

* * *

It is quite possible that a moral may be discovered through a very short consideration of the following extract from the letter of a valued contributor to this department:

By the way, do you remember the man I wrote to you about once as swiping my ideas, samples, etc.? He has gone; closed up shop and left for greener fields, as has also one other competitor since my last letter.

* * *

Blanchard's Red Book, with a red, red cover embossed without the accompaniment of ink, is a particularly good "illustrated magazine of original thought" of the house-organ variety. It is issued by the Blanchard Press, New York. It has some editorials written in a very entertaining style, and some superb engravings, of which the most interesting are, perhaps, the "X-ray" mechanical reproductions—surely one of the most excellent means for explaining machinery pictorially that ever was devised.

* * *

The secretary and advertising manager of the NATIONAL PRINTER-JOURNALIST forwards me the following letter, with the endorsement: "Mr. W.: Might be a good idea to use this." As it shows the admirable spirit in which a frank criticism was taken and gives an amusing picture of an office where employer and employed are in heavenly harmony and as Mr. Silve gives permission to print the whole letter, here it is. The "boss" is so evidently of the broad-minded variety that he will doubtless pardon the little "skit" contained in the opening part of the letter:

AT THE SIGN OF THE STICK AND RULE, NEW ORLEANS, LA.

DEAR SIRS:—It is with the idea that you may be interested in a little incident which occurred "at the sign of the Stick and Rule" that I write this narrative, all true—here she goes:

THE EXPERIENCES OF AN AMBITIOUS TYPOGRAPHER.

In time gone by the Boss was against the trade journals in general, that is to say some department editor on a particular journal had "roasted" him in criticising his work and he did not know how to take it because he had a way of throwing bouquets at himself, and felt injured when his faults were pointed out to him in black and white—and that's where it all comes in. When the first copy I saw of the N. P.-J. reached me I turned to Mr. Woodworth's department and took in all the criticism and studied all the specimens, with the result that I decided to send him a few specimens of my work on which to pass his opinion.

In the batch I included among other work a blotter in blue and red, which was an odd specimen, the jingle of which was gotten up by the Boss and the composition by Me, Myself and Co., a long while back. As luck would have it, this particular specimen was taken by Mr. Woodworth as the one on which to base his opinion of our labors, and was shown in the May number, with the criticism belonging thereto. But when my copy reached me I was so anxious to see what he said that I took the copy out of the envelope and began reading it. Then I looked up and there was the Boss looking over my shoulder, as interested as I was.

Well, before I could catch my breath, he began, "Dave, I'll be damned, but you are the cleverest man in the shop—for it's a fact that you have learned and convinced me of something that I have always doubted since I have been in the biz—that a good, sound criticism, whether favorable or adverse, is more helpful and should be more sought after than thousands of self-praises."

After I had convinced him the credit was not all due me, he began again: "That's all right, but for your part here's a fiver, and I'll see you get a raise, and a good one at that, because you deserve it; but, by the way, I'll take this copy; you can get another for yourself; for I cannot lose any time in reading its contents to my satisfaction."

The above is the manner in which the old man changed his own convictions about technical journals—and here finishes the extravaganza of The Experience of an Ambitious Typographer, or The Boss and the Press.

And so please forward me a copy of the N. P.-J. for May, 1905, that I may keep a complete file of such a valuable magazine as the N. P.-J.

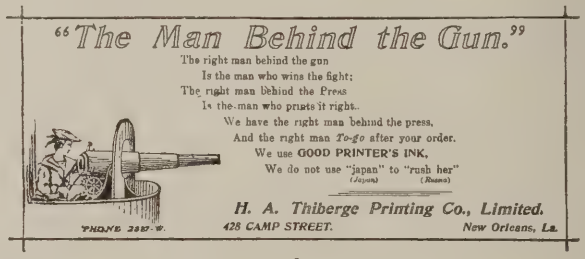
Also please forward this letter to Mr. Woodworth, after noting its contents. It is "not for print," but should you find any good in it, you are at liberty to use any or all of it, changing portions of it, of course. With the best wishes, I beg to remain,

Sincerely yours,

D. C. SILVE, care Thiberge Press.

P. S.—Enclosed you will find 20 cents in postage stamps for the copy asked for above.

There's another humorous thing in connection with this letter—at least it struck me so, and I think it will Mr. Silve when he hears of his inadvertence—and that is the endorsement of the business office: "Sent May 05. 8/23/05. No stamps enclosed. B. S. H." "The Boss" will have the laugh on "Dave" now. But it seems to me, and I guess it did to the NATIONAL PRINTER-JOURNALIST office, that this letter was well worth the extra copy.


"The Man Behind the Gun."
The right man behind the gun
Is the man who wins the fight;
The right man behind the Press
Is the man who prints it right.
We have the right man behind the press,
And the right man To-go after your order.
We use GOOD PRINTER'S INK,
We do not use "japan" to "rush her"
(Japan) (Russo)
H. A. Thiberge Printing Co., Limited.
PHONE 2350-W.
428 CAMP STREET.
New Orleans, La.

8

Just before sending this matter in there comes a bunch of samples for reproduction, and I've only space left for one specimen (No. 8). It has plenty of daylight in it and is printed in red on white stock. The jingle is presumably the boss's, and the first four lines are undoubtedly catchy. I think the word "runs" instead of "prints" in the fourth line would be more suitable. It would be more alliterative, too. "Order" and "rush-her" do not rhyme particularly well. If "push her" could have been worked in somehow it would have been somewhat better, but I have not time to figure it out, and I abandoned the poetry business some time ago. But this job was a timely one before "the cruel war was over," and its timeliness should make it an attention-attracting advertisement—one that will be handed around by the recipient.

It is not a bad idea to advertise one thing at a time, if it is done well. This ad particularly calls attention to the qual-

ity of the ink used by the establishment. The composition speaks for itself—the use of an outline display letter is particularly in keeping with the abundance of white space. The "H" is not of the outline series, and so is "wf." But the weak point about the ad is this: The ink, to which especial attention is called, looks rather pale and blurry. I don't think it's the fault of the ink so much as the porous stock; and the presswork, too, is inferior to that of the other jobs, which are on stock that does not require such careful presswork. If you talk about good ink and good press manipulation in an ad you should certainly use especial pains to have them good on that job. This is an extremely important point in printing-advertising.

* * *

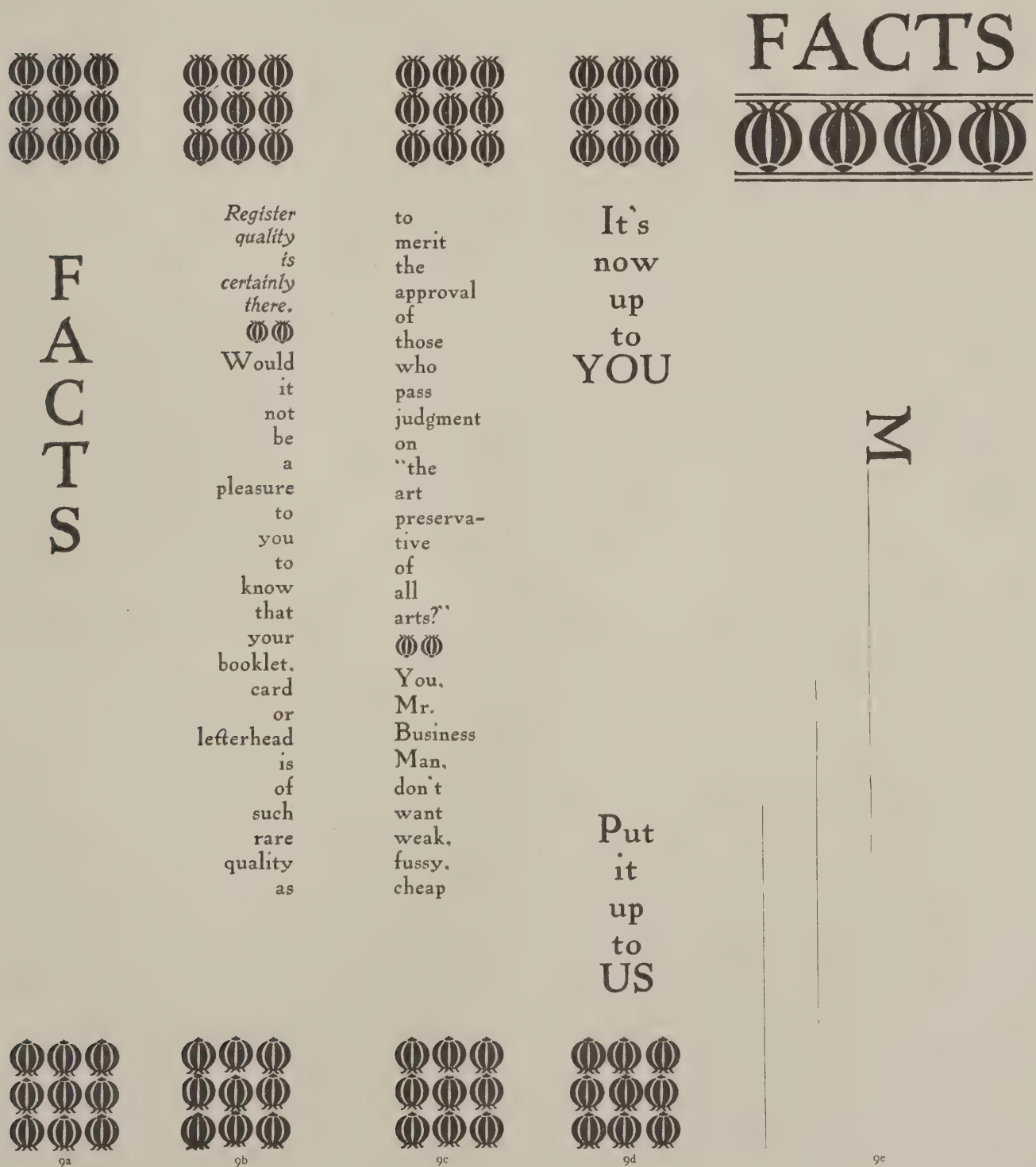
WATSONVILLE, CAL.

Harry A. Woodworth, Toronto, Canada.

DEAR MR. WOODWORTH:—With this letter am sending you three or four specimens of my late work, which I think are somewhat better than those sent before. The booklet is not presumed to be anything elaborate. It was gotten up entirely from scraps which were to have been thrown away. It will probably strike you as being somewhat odd in shape. * * * Very truly yours,

THOMAS E. ABBOTT.

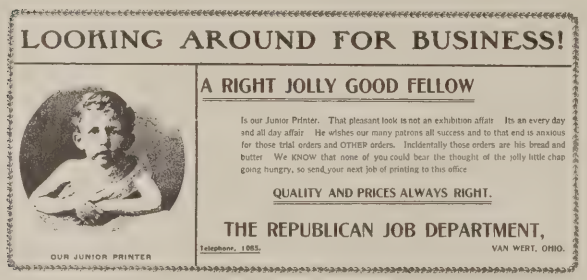
The booklet referred to is long and narrow, and the cover, which is of cadet blue stock, has two ornaments such as those shown in the reproduction but very much larger. It also has an oblong hole through which the word "Facts" on the inner title page, which page is reproduced as No. 9a, is seen. The stock is blue linen-finish in one book—another copy is on white—all far too valuable to throw away, especially as the long piece of job work is right up to date, as I showed by various


FACTS
FACTS
Register quality is certainly there.
Would it not be a pleasure to you to know that your booklet, card or letterhead is of such rare quality as
to merit the approval of those who pass judgment on "the art preservative of all arts?"
You, Mr. Business Man, don't want weak, fussy, cheap
It's now up to YOU
Put it up to US
M

9a 9b 9c 9d 9e

examples in the August issue. Two of the reading-matter pages are shown as Nos. 9b and c. The ornaments at the top and bottom of the pages are arranged thus: First and third lines, one red between two black; middle line, black between two red. The balance of the page is black. In some parts of the book there are two pages together where the smaller sizes of the ornament are not used as paragraph marks. The last page is No. 9d. There's not going to be much of what used to be called "scraps" in printing offices after this. Art and Economy in printing go hand in hand as never before. Some of the text of the booklet is here quoted:

Do you still adhere to that old fallacy proverbial among so many merchants, "that the product of one printery looks as good as that of another, just so it's printed"? You know *original and attractive* printed matter when you see it. You also know that *such* printing *is effective*—the point you wish to reach. Again, you are aware that the *attractiveness* and *effectiveness* lies in the idea [this is, I presume, an example of the figure of speech known as *hendys*, by which Rudyard Kipling is said to have justified his line "The tumult and the fighting *dies*," but the dead straight fact was, he wanted a rhyme to "sacrifice."—H. A. W.], the handling of cuts, the selection of appropriate type, harmonious inks, suitable paper and proper arrangement of what you have to say. The business men of this city should appreciate the fact that Watsonville enjoys the distinction of having among her citizens a commercial printing artist of exceptional ability and reputation, whose everyday productions are sought for and reproduced in the leading printing magazines of the day and commented upon by the world's eminent authorities as being "original, beautiful and instructive specimens of art," which is indisputable proof that *Register quality is certainly there.* Would it not be a pleasure to you to know that your booklet, card or letterhead is of such rare quality as to merit the approval of those who pass judgment on "the art preservative of all arts"? You, Mr. Business Man, don't want weak, fussy, cheap looking printing, do you? You want the *best!* We *do* the *best;* the high-grade, snappy, business-fetching sort of printing, the kind that brings dollars and success; the kind that critics say is destined to make Watsonville famous as the home of good printing. And, believe us, the prices are reasonable when *quality* and *effectiveness* are considered. * * *


LOOKING AROUND FOR BUSINESS!
A RIGHT JOLLY GOOD FELLOW
Is our Junior Printer. That pleasant look is not an exhibition affair. Its an every day and all day affair. He wishes our many patrons all success and to that end is anxious for those trial orders and OTHER orders. Incidentally those orders are his bread and butter. We KNOW that none of you could bear the thought of the jolly little chap going hungry, so send your next job of printing to this office
QUALITY AND PRICES ALWAYS RIGHT.
THE REPUBLICAN JOB DEPARTMENT,
Telephone, 1065.
VAN WERT, OHIO.
OUR JUNIOR PRINTER

10

There seems to be a little bit too much wording for such a method of composition, but it should be remembered that it is not always the most easily read advertisement (outside of a newspaper ad, which is often seen in the hurry hours) that gets in its work well. The very effort made to read an oddly composed booklet often helps to impress its message on the memory. But the composition must be pleasing and not too much of a Chinese puzzle. Mr. Abbott's work has an originality of the pleasing kind—and that's the only originality that is really worth striving for. By the way, the envelope containing the booklet shows another phase of this originality (No. 9e).

* * *

D. J. Evans, editor and manager of the Van Wert (Ohio) *Republican,* sends some blotters in two colors on variously colored stock. One of these is reproduced as No. 10. Of course, no printer should, in earnest, make the fact that he needs the money a prominent feature of his advertising; but surely there is none so dense as not to appreciate the joke. The portrait is that of Mr. Evans' three-year-old son, and he assuredly does not look as if he were dying of starvation. This half-tone is also used on a blotter advertising an insurance concern, in which the child is supposed to be giving "Papa" some pretty straight though not particularly childish talk about the necessity for provision for one's family.

THE LANSTON CHARGES.

From the Journal of Commerce, New York, Sept. 12, 1905.

We have no doubt that the general public, in common with ourselves, will hail with satisfaction the finding of the Keep Commission and President Roosevelt's brief statement concerning it. The Commission finds that the most serious charges made against the Lanston Monotype Company are not sustained. At a time when much corruption is being uncovered, in the public service and elsewhere, it is matter for general rejoicing that this corporation should have been able to maintain its integrity. That the Lanston Company did try, and not without success, to sell its machines to the government; that it kept them prominently before the principal officers of the public printing establishment; that it extolled their merits in season and out of season; that it pushed them to the front with untiring persistency—these are charges which the company's officers may bear with equanimity. With such matters the public has no concern. But the real accusations, while including all of these, went much further. They were explicit and circumstantial. They included, not only certain technical irregularities in the contract under which Lanston machines had been purchased, but also a distinct allegation that "the contract in question was made corruptly."

The public had previously had much reason to believe that the Government Printing Office was managed with undue laxity in many respects; and thus when these definite charges of actual corruption were made the ground was already prepared for them. The charges were fairly met by the accused and thoroughly examined by the Commission. There was no disposition, on the one part or on the other, to belittle the gravity of the matter or to dodge the real issue. The finding, accordingly, is entitled to the fullest credence. And the most important item of that finding, an item quoted with approval by the President, is that no evidence was brought forward from any source, or discovered by the Committee, "tending to show any promise, payment or consideration of any kind whatsoever made by the Lanston company, or any of its officers or agents, to any person in the Government service."

This we regard as a conclusion in which all good citizens should rejoice. It is not the Lanston Company only, or mainly, which is to be felicitated upon it. The whole community is to be congratulated upon the fact that a very important branch of its public service is guiltless of this serious charge, at least, and that, in spite of the fierce rivalries of modern business and the temptations often extended to those bidding for public service, this large and important corporation is found to have gone straight to its ends, and achieved them, by means which could stand the test of a public investigation.

* * *

CIRCULATES EVERYWHERE.

NEW YORK, September 6, 1905.

Publisher National Printer-Journalist,
Chicago, Ill.

DEAR SIR: From various press clipping bureaus I have received articles which have been republished in daily newspapers from my speech at Toronto, and credit invariably has been given to the NATIONAL PRINTER-JOURNALIST.

Will you kindly send me a copy of the publication containing this article and I shall be glad to remit for same upon receipt of bill. Your paper certainly must be widely read by publishers all over the country, as no address I have ever delivered has been copied to such a great extent.

I am also a publisher and take pleasure in sending you by this mail, under separate cover, a copy of the *American Advertiser.* I should like to receive your frank criticism on this publication. Very truly yours,

M. LEE STARKE, President,
Starke Advertising Agency.

* * *

CONCENTRATE.

When I have worked for a long time upon one thing, I make it a point to bring all the points regarding it together before I retire, and I have often been surprised at the results. What is dark and perplexing to you the night before is found to be solved in the morning. We are thinking all the time. It will be found that it is impossible not to think."—*Alexander Bell.*

Among the Associations

"In Unity is Strength"

UNITED TYPOTHETAE OF AMERICA.

Annual Convention at Niagara Falls, N. Y.

THE nineteenth annual convention of the United Typothetæ of America convened at the Cataract-International Hotel at 10 a. m. June 6. The attendance was large and the interest general on account of the importance of the questions to be considered. The officers, executive and other committees had been in session Monday and Tuesday and their reports showed thorough consideration and careful preparation.

An address of welcome was delivered by Mayor Cutler, of Niagara Falls, in generous terms of hospitality and was most kindly received. He referred to the fact that he had himself been for fifteen years an employing printer. A fitting response was made by Rev. W. R. Frank, of the Dayton (Ohio) Typothetæ. President Ellis, of Boston, then delivered his annual address, in which he said:

The emergency fund, contributions to which under the new constitution became obligatory upon the members, has increased beyond the most sanguine expectations, as your Treasurer's report will show.

Your educational committee appointed under the constitution has been busily at work and its chairman, Mr. Blanchard, will report for it.

Your insurance committee has given a great deal of time to this important question and the report of that committee will be made by its chairman, Mr. Donnelley.

Acting under authority conferred by the constitution, a committee was appointed in the early spring having in view the establishment of schools for the instruction of linotype and monotype operators.

This committee will report through its chairman, Mr. Franklin Hudson. The subject is a very important one, and the committee should have the hearty coöperation of every member of the Typothetæ.

The apprenticeship question and trade schools also demand much more consideration than has yet been given them. The Boston experiment has been carried a step farther than when the previous report was made, and its chief difficulty now is to secure boys of sufficient intelligence and education who are willing to learn a trade.

At a recent conference with several of the masters of high schools in and around Boston, it developed that practically no boys who reached the high schools were willing to give the time required to learn printing or any other trade. The question is not alone, then, the limitation of apprentices by the trade unions, but where to find the proper materials to make intelligent printers for the future.

But overshadowing these (in a measure) routine matters, because they can be taken up at any time, is the one question uppermost in the minds of all today: the demand of the International Typographical Union for a shorter work-day to go into effect January 1, 1906, and the threatened strike on that date "in all union establishments under the jurisdiction of the I. T. U. where existing contracts do not prevent," if the eight-hour day is refused.

You are all familiar with the action taken by our own convention in St. Louis last year, which was followed by the action of the I. T. U., as quoted above, in convention assembled in August, and later confirmed by referendum vote.

Your officers had no alternative but to prepare to carry out the resolutions adopted by the United Typothetæ of America in St. Louis, and to this end their efforts have since been directed.

Several months since, the printers in the Northwest, led by the local Typothetæ of St. Paul and Minneapolis, held a mass meeting of employing printers in that section attended by your President, Secretary and some members of the executive committee. So successful was this meeting and so unanimous was the sentiment that the eight-hour movement must be checked at any cost that it was deemed advisable to hold similar meetings in various parts of the country. These were held in Kansas City, Atlanta, Boston, New Haven, Philadelphia and Milwaukee, and in all there was the same unanimity of opinion and the same determination to resist the demand at any cost.

Your officers were charged as being walking delegates going about stirring up trouble. As a matter of fact, in no case was a word required from them. For once the employing printers of the country were unanimous, and it only remained to organize, so far as possible, this opposition.

How effectively this was accomplished (largely through the efforts of our efficient Secretary, with the assistance of local employers), the Treasurer's report of receipts will show. But the increase in membership does not begin to indicate the value of these meetings. The coming together of these employing printers, largely strangers to each other, separated in some cases by hundreds of miles, to confer on a matter so largely affecting their common interests, resulted in a determination to stand together, even if not officially organized, against this demand.

A few days previous to the recent meeting in Toronto of the International Typographical Union, your President received a letter from Mr. Lynch, which will later be read by the Secretary, calling attention to a vote of the I. T. U. under which there could be heard on the floor of their convention representatives of the Newspaper Publishers' Association or of the U. T. A. on matters affecting their interests and extending an invitation to so confer, and also suggesting a conference between a committee of the U. T. A. with the eight-hour committee of the I. T. U. during the convention. Your committee, consisting of Messrs. Green, Donnelley, Macintyre, Nunemacher and your President, met the committee from the I. T. U. at Toronto, Monday, August 14, but, as was inevitable, made no progress, as will be seen by the report of our Secretary.

Your President, accompanied by your Vice-President, addressed the convention on Tuesday, August 15, setting forth as best he could, having the assistance of the committee in preparing the address, the employers' side of the eight-hour question.

Your representatives were courteously received, and the address was accorded the closest attention of the delegates, but that it had no effect is clearly shown by the action of the convention as embodied in the report of the eight-hour committee, which was unanimously adopted and which closed as follows:

"Concluding the report, your committee desires to reiterate the declaration of the International President that 'We do not want the eight-hour day by reason of charity or philanthropy. We do not want it in order that our physical or mental well-being may be improved. We refuse to abandon our eight-hour demand because we may under present conditions be more fortunately situated than other artisans. We want the eight-hour work-day because we are convinced that it suffices for the work there is to do, the work that is to be done, the demand of society for the product of the press. We propose to sell to the employer eight hours out of twenty-four, and we will do as we please with the remaining sixteen.'"

This statement, made first by the President, considered and reported by the eight-hour committee, and unanimously passed by the convention, would seem to settle emphatically the position of the I. T. U. That it does not reflect the views of a large number of the members of that union who are employed in the book and job printing branch, those of us

who are familiar with the views of our employees are well aware.

Secretary Macintyre then submitted his annual report, showing the work that had been accomplished during the year and an increase of twelve new Typothetæ organizations, an increase of membership and a general expression in favor of the open shop and the continuance of the present nine-hour day.

The reports of the following committees will be found of general interest:

REPORT OF THE COMMITTEE ON CRAFT EDUCATION AND PRICE MAKING.

Your committee would report as to the work carried on during the past year, as follows:

1. That, through the various boards of trade and price-making organizations existing throughout the United States, the detailed study of costs in printing has been given steady attention, with the result that the majority of the membership in our organization in each of the large centers have practically unanimously adopted the plan of figuring composing room costs on the basis of a charge by the hour for all the time of composing room employees spent in every operation on each individual job except the operation of distribution; that in cylinder and job pressrooms the uniform custom has been adopted of basing all charges on the cost per hour of each individual press, exclusive of the cost of the ink used on the individual job; that in binderies the most approved practice embraces the charge of the actual wages paid operators, plus the actual cost of any machines for the time operated on the individual job, plus the pro rata percentage to cover fixed charges for supervision and handling in the bindery.

2. Your committee further report that they have furnished to various cities throughout the country the necessary blanks and tables for the figuring out of individual costs in the respective cities; that through their chairmen they have held meetings in various localities, and have given blackboard talks, as a rule, at such meetings; that they have installed in thirty-one offices scattered throughout the United States a comprehensive and accurate cost figuring system.

3. Your committee recommend to the incoming committee a continuation of this work to such extent as may be deemed advisable by the executive committee, suggesting for that purpose that the executive committee place at their disposal at the beginning of the year some stated limit of funds for such purpose.

4. For the future good of our craft they recommend that the incoming committee seek the aid of every member of the United Typothetæ who has made a study of the cost problem, in order that our uniform methods of estimating and price-making may be extended to every office throughout the country.

REPORT OF THE COMMITTEE ON DISTRIBUTION OF TOPICS.

Your committee on distribution of topics beg leave to submit for your action the following recommendations covering the reports of your President, Secretary and chairman of the executive committee:

1. Concerning the extension of the scope of the executive committee, they recommend to the convention the favorable consideration of the amendments proposed by the Jersey City Printing Company, with such safeguarding as may be deemed advisable by the convention.

2. Concerning the future composition of the executive committee, they recommend to the favorable consideration of the convention the amendments proposed by the Typothetæ of the city of New York, but suggest that the entire membership of said committee be elected annually.

3. Concerning the work of schools of instruction in the craft, they recommend that a committee on this work be appointed to continue the work during the incoming year.

They further recommend that the suggestions contained in the individual report of Mr. Franklin Hudson, chairman of this committee during the past year, referring to the training of apprentices in each individual office throughout the country, be printed separately and distributed to every individual member of the Typothetæ.

4. Concerning the policy of the United Typothetæ of America in regard to the eight-hour day and labor questions in general, they recommend the appointment of a committee representing every section of the United States and Canada for the purpose of immediately drafting such a statement and resolutions as will accurately explain the present situation to the public at large, and defining the attitude of this organization at the present time, this committee to report to this convention at the earliest possible moment, and to incorporate in said report the "Declaration of Policy" approved by the convention of 1904.

5. Concerning the existing contract with the International Printing Pressmen & Assistants' Union, they recommend that this contract and the relations of the United Typothetæ with the said union under the contract, be referred to the present executive committee for its consideration, consultation with the representatives of such union and final report to this convention for its action.

6. Concerning the better information of the Secretary's office in regard to the local situation in each local Typothetæ they recommand that the incoming executive committee be instructed to prepare uniform by-laws as the basis of the by-laws of each individual local Typothetæ; and that this convention order that, to maintain membership in the United Typothetæ of America, each local Typothetæ must within six months from the time of receiving a copy of such uniform basic by-laws from the Secretary's office, adopt and incorporate same in their local by-laws designed for the specific conduct of their individual organization; that such basic by-laws shall contain specific instructions as to the frequency with which uniform and detailed reports of the labor conditions existing in each local Typothetæ shall be sent to the Secretary's office; and shall further provide for the forwarding to the secretary's office of certified copies of any labor contracts made by the local Typothetæ—all for the inspection of the executive committee.

7. Concerning the following subjects: (1) The question of the further extension of local organization; (2) the question of the plan of procedure in industrial controversies; (3) the question of national legislation; (4) questions concerning our relations toward employers' and citizens' associations, they offer the following:

Resolved, That the following subjects: (1) The question of the further extension of local organizations; (2) the question of the plan of procedure in industrial controversies; (3) the question of national legislation; (4) questions concerning our relations toward employers' and citizens' associations, be referred to the executive committee for their action, and after this convention adjourns and until our next meeting or convention with full power to take such action as they deem best.

ISAAC H. BLANCHARD,
Chairman.
E. LAWRENCE FELL,
HOMER P. CLARK.

ACTION OF THE CONVENTION ON THE COMMITTEE'S RECOMMENDATIONS.

1. Adopted, after being amended to read as follows:

SECTION 5. The executive committee shall have general supervision on all matters connected with the interests of the association; shall have power to pass upon and to accept new members; shall grant and issue charters to new local Typothetæ which are accepted as members, and shall have power by a two-thirds vote of its entire membership to suspend from membership any individual member or any local Typothetæ taking action contrary to the expressed policy of the organization in its constitution or at its conventions; and shall have power to fill vacancies in its own numbers caused by death or resignation.

2. Concerning amendments offered by the New York Typothetæ. This was taken up by sections as follows:

SECTION 1. The officers of this association shall be a President, a Vice-President, a Treasurer and an executive committee of eighteen members, who shall be elected at the regular annual convention.

Adopted.

SECTION 2. The executive committee shall be elected at the regular annual convention, and shall hold office as follows: Six for a period of one year, six for a period of two years and six for a period of three years, respectively; and thereafter at each annual election there shall be elected six members of said committee to hold office for three years, to replace the outgoing members.

Rejected.

SECTION 3. The President, Vice-President and Treasurer shall be members of the executive committee, ex-officio.

Adopted.

SECTION 4. Immediately after the adjournment of each annual convention the executive committee shall hold a meeting and organize by the election of a chairman, and shall from its own number elect six members, of which the chairman shall be one, who, with the President, Vice-President and Treasurer, shall be an executive council for the current year.

Adopted.

SECTION 5. The executive committee shall appoint a secretary and fix his salary. He shall be under their control and

supervision.

Adopted.

SECTION 6. All elections of officers shall be by ballot and in open convention.

Adopted.

3. Adopted.

4. Adopted.

5. Laid on table.

6. Taken up by sections, as follows:

SECTION 1. Adopted.

SECTION 2. Rejected.

SECTION 3. Adopted.

SECTION 4. Adopted.

SECTION 5. Adopted.

7. Adopted.

On Thursday morning a very instructive address, which is printed elsewhere in this issue of the NATIONAL PRINTER-JOURNALIST, was delivered by Mr. Charles W. Brown, of Barnhart Brothers & Spindler, of Chicago, on the subject of "Insurance and Inventories." Mr. Brown was accorded a unanimous vote of thanks.

The convention then listened to the report of the committee appointed at the evening session on Wednesday to prepare a series of resolutions to set forth the position of the Typothetæ on the open shop and eight-hour day. This committee was composed of F. C. Nunemacher, of Louisville, Ky.; I. H. Blanchard, of New York; A. R. Barnes, of Chicago, Ill.; B. S. Hubbard, of San Francisco, Cal., and E. A. Kendrick, of Buffalo.

The resolutions—a new declaration of personal rights as applied to the honorable craft and business of printing—were adopted by a unanimous rising vote, and are as follows:

WHEREAS, The members of the United Typothetæ of America, an organization of the employing printers of the United States and Canada, having been notified by the officers of the International Typographical Union, an organization of compositors employed in their respective establishments, that on and after the first day of January, 1906, eight hours shall constitute a day's work of members of said union; and

WHEREAS, The officers of said International Typographical Union have stated by official notice that all work on the part of the members of said union will cease immediately on the date named in all establishments under the jurisdiction of said union where existing contracts do not prevent, unless said employers concede the demand of the said union compositors, said union by vote of its members and action of its executive council having so determined to force on the employing printers the inauguration of the eight-hour day; and

WHEREAS, Said proposed shortening of the work-day would necessitate advances in charges for printed work which employing printers could not possibly obtain from their customers, thus destroying and demoralizing the printing industry wherever the shorter work-day might be inaugurated; and

WHEREAS, Said proposed reduction of hours is not a necessity for the health and comfort of said compositors, and its proposed adoption having arbitrarily been decided upon by the International Typographical Union without due consideration of its disastrous effect on the printing business and the general manufacturing industry throughout the country, and the present demand being under such conditions that no true American citizen who is a lover of liberty can honorably concede; therefore, be it

Resolved, That the United Typothetæ of America, in convention assembled, does hereby reaffirm its position in relation to the proposed attempts to inaugurate the eight-hour day and its members again pledge themselves to resist individually and collectively any and all efforts on the part of the International Typographical Union to reduce the present hours of labor, believing as they firmly do that under existing conditions any reduction of the hours of labor in the printing trade would be most disastrous to employer and employee alike, and in order that the attitude of the United Typothetæ of America in relation to its members and their respective employees may be thoroughly understood and known to all men, it is again

Resolved, That the following declaration of its policy, adopted at its last convention, be reaffirmed:

1. The United Typothetæ of America maintains the right of every firm comprised within its membership to conduct an "open" office, employing whomsoever such firm may choose, with due regard to existing contracts.

2. The United Typothetæ of America maintains the right of its members to employ whomsoever they see fit in the management of their respective offices.

3. The United Typothetæ of America maintains the right of every firm comprised within its membership to sell to or to purchase from whomsoever they may see fit, without prejudice. It being understood that the laws of demand and supply and of credit alone should govern transactions of buying and selling.

4. The United Typothetæ of American aims to secure uniform action of its members and of the local Typothetæ upon subjects of common interests, and invites united and uniform action to resist any unwarranted or unjustifiable encroachments of labor organizations upon the rights of employers. The United Typothetæ of America, therefore, requests that when a demand is made by a labor union upon a local Typothetæ, such local body should communicate with the National Secretary before conference is had in regard thereto.

5. The United Typothetæ of America is opposed to any further reduction of the working time to less than 54 hours per week for day work. The local Typothetæ are urged not to enter into any contract whatsoever, except upon the lines laid down in the sample contracts prepared by the U. T. A., and all contracts should, before execution, be submitted to the national organization for approval.

6. The United Typothetæ of America is opposed to any agreement between local Typothetæ, or individual members thereof, and employees' unions for the control of trade or membership.

7. The United Typothetæ of America deprecates the use of the union label, and requests local Typothetæ to urge their membership to refuse the use of said union label.

Thomas W. Cadick, of Washington, D. C., presented a short resolution, unanimously adopted, which calls on the Typothetæ all over the country to fight the union label, especially on political printing.

At the afternoon session President Lynch and Vice-President Hays of the Typographical Union went before the Typothetæ and stated their stand. The purport was that the demand framed at the Toronto convention would have to come, but that the officers were willing to arbitrate as to how to make it come as pleasantly as possible. Chairman William Green of the executive committee did most of the talking for the Typothetæ. He summed up his words by saying the stand of the master printers could best be understood from the newly adopted resolutions, a copy of which was then given

to the labor leaders, who at once left. The executive committee was empowered to fix the time and place of the next annual convention. The committee was re-elected, except that E. B. Woodward, of St. Louis, took the place of E. S. Hart, of that city, and William Golder, of Pittsburg, took the place of H. P. Pears, of Pittsburg; also these new members were added: Samuel Rees, of Omaha, Neb.; Fred Smith, of Minneapolis, Minn.; W. O. Foot, of Atlanta, Ga.; F. I. Ellick, of Dallas, Tex.; George H. Buchanan, of Philadelphia, Pa., and E. A. Kendrick, of Buffalo. The four general officers were reëlected as follows: George H. Ellis, of Boston, President; William Green, of New York, Vice-President; Mr. Macintyre, Secretary; Thomas E. Donnelley, of Chicago, Treasurer.

The Buffalo *Express* gave the following with regard to the closing work of the convention and of the executive committee and of statements made by the officers of the Typographical and Pressmen's Unions:

The last meeting of the convention ended late in the afternoon. The executive committee at once went into session, which did not end till 7 o'clock. Having been authorized to receive the message of the International Printing Pressmen & Assistants' Union, the officers of that union went before the committee about 5:30. They were Martin P. Higgins of Boston, President; Edwin H. Randall of Toronto, Ont., First Vice-President; John G. Warrenton of St. Louis, Mo., Second Vice-President; F. P. Ranagan of Boston, Mass., Third Vice-President. They laid before the committee the resolutions adopted at their San Francisco convention last June, calling for the eight-hour work-day at the end of the present contract, which runs till May, 1907. The committee said it would consider the matter.

Mr. Lynch said: "We came here of our own accord. The Typothetæ listened to our report of the Toronto convention. We are firm in our stand. They said they had decided on their stand, and informed us that they could not accede to the demands. We are determind to win."

Mr. Hays corroborated the words. Mr. Higgins of the Pressmen said: "Our contract runs so long yet that the situation is not acute with us. The stitches are healing in the coat we sewed on not long ago and we came on here to find out how the sewing is to be done next time. We want to sew it up when the present contract is out so that we'll have the eight-hour day."

One of the Pressmen's Vice-Presidents said: "The Typographical Union claims about 47,000 members, whereas we have about 19,000, but it is easier to get compositors than pressmen."

* * *

Subjects proposed for discussion at editorial conventions are full of important suggestions and in that way educative in themselves. The mere analysis of a business and writing out the different matters that must be covered or given attention sets the mind to work as to their importance and the methods best calculated to accomplish the ends had in view and to promote the business through these. In giving the programmes herewith of two very active associations, one in Iowa and the other in West Virginia, we furnish live publishers with food for thought on lines that involve the success of newspaper making.

* * *

The Upper Des Moines Editorial Association, of Iowa, has made a record of successful and useful meetings. Its Thirtieth Semi-Annual Convention was held at Des Moines September 14 and 15, and this was the "bill of fare":

Thursday evening, 7:30 p. m.—Meet at Auditorium; meeting in charge of Hon. P. C. Kenyon, President of the Des Moines Commercial Club; address of welcome, Hon. A. B. Cummins, Governor of Iowa; response to address of welcome, Editor Elmer E. Johnston, President of the Association; address, Hon. J. P. Dolliver, United States Senator from Iowa; appointment of committees, Resolutions, Finance, Officers and next place of meeting.

Friday morning, 9 o'clock sharp—Paper, "Relative Importance of News and Editorial Features," F. W. Beckman, of the *Register and Leader;* paper, "The Newspaper and the Public," Miss Anna Donovan, of the Emmetsburg *Tribune;* paper, "The Correspondent," Frank W. Bicknell, of the Des Moines *Mail and Times;* "Frolics of the Types," a dissertation on the "Life and Prominence," "Rise and Fall" of George Fitch, of the Council Bluffs *Nonpariel,* by E. N. Bailey, of the Britt *Tribune;* Fitch is not able to be present, so we all expect to get the facts; paper, "Getting News for a Country Paper," general discussion led by H. L. Rann, Jr., of the Manchester *Press,* and John L. Powers, of the Carroll *Sentinel;* business meeting, reports of committees, election of officers, selection of next place of meeting, etc.

Friday afternoon, 2 p. m.—Street car trip to Fort Des Moines to witness cavalry drill by U. S. troops under Col. Thomas.

Friday evening—Street car ride to Ingersoll Park to accept the courtesies of park managers.

* * *

The West Virginia convention was held at Webster Springs, September 20 and 21, when the following topics were discussed by the parties named:

"Newspaper Ethics," Lamar C. Powell, of the Fairmont *West Virginian;* "Newspaper Legislation from the Standpoint of the Legislators," John J. Cornwall, of the Hampshire *Review;* "From the Standpoint of the Editor," S. S. Buzzard, of the Berkeley Springs *Messenger;* "The West Virginia National Guard and Its Usefulness," Capt. Earl Smith, of the Fairmont *Times;* "The Relation of the Editor to the Politician," Stuart F. Reed; address, "West Virginia and Its Future," Hon. S. B. Elkins; address, His Excellency Hon. W. M. O. Dawson; "Should Newspaper Men Hold Office?" George Byrne, of the Charleston *Gazette;* "The Business Management of a Newspaper," Col. F. Young, of the Morgantown *Post;* "Making a Weekly Newspaper," R. Ad. Hall, of the Weston *Independent;* "Dead Beat Subscribers," J. Slidell Brown, of the Kingwood *Argus;* "Development Along the Line of the Norfolk & Western Railroad," W. C. Hedrick, of the Mercer *Republican;* address, "The Newspaper Man in Business," Charles Burdette Hart, of Wheeling; "Blue Grass and Why It Grows in Pocahoutas," Andrew Price, of the Marlington *Messenger;* "How to Increase Your Advertising," G. A. Bolden, of the Grafton *Sentinel.*

* * *

NATIONAL ELECTROTYPERS ASSOCIATION.

This association convened at Niagara Falls during the same days as the United Typothetæ of America, June 6 and 7. At the opening session President Ferguson, of New York, delivered an able annual address and Secretary Partridge, of Chicago, presented an instructive report, showing many statistics as to this important industry. The organization decided to stand by the members of the United Typothetæ in strikes that ensue from their decision in favor of the right to regulate their own business and to conduct open shops, to the extent of receiving and doing their electrotyping, the same as from other offices. An agreement was reached also to unite with the photo engravers in the employment of John S. Taylor as their representative or agent. The following named persons were elected to the respective offices for the ensuing year: President, F. O. Cunningham, of New York; vice-president, L. F. Eaton, of Detroit; secretary, C. S. Partridge, of Chicago; treasurer, John J. McErlain, of South Bend, Ind.

* * *

ERRATA.

There is nothing "racy" about hypocrisy, yet our good friends of the Warren, Ill., *Sentinel-Leader* call our attention to the fact that our types made the NATIONAL PRINTER-JOURNALIST to spell it in that way last month and ask if this is a new spelling reform. It is not a reform but an aberration, though the article in which it was used suggested the need of reform.

BUSINESS NOTES

This Department is conducted for the benefit of advertisers, and expresses their claims and views

The Keystone Type Foundry has expanded from Philadelphia and New York to the Pacific Coast and opened a branch house at 565 and 567 Mission street, San Francisco, Cal. The new house is under the direction of Mr. N. R. Baker, with a full force of assistants of experienced and capable men, and the printers and publishers on the Coast are assured the same excellent services as have been afforded by eastern houses and selling agencies. San Francisco is to be made one of the most important distributing points of this great type foundry with its home office and factory in Philadelphia.

* * *

The half-page advertisement presented this month by the Globe Engraving and Electrotyping Company, of Chicago, deserves especial attention. The plate printed from is a nickeltype, from a halftone, from a zinc etching, from a proof, from an electrotype, from a wax engraving, from a pen drawing and a photograph of a globe. Every process except wood engraving was used in the operation of producing the plate for this advertisement, and the white lines around the large letters in the center panel are engraved by hand. It is an instructive curiosity in the engraving art, the possibilities of which have become almost unlimited.

* * *

We have received from the Mergenthaler Linotype Company a splendidly gotten up bound volume that contains a complete showing of Linotype faces as well as all the hundreds of accents and special characters, of many varying designs and uses, designed and cut for the Linotype machines. The book is an excellent specimen of the highest grade and quality of typographic art and furnishes convincing proof of the wide field in every branch of printing successfully covered by this machine. The book is worthy of careful attention and study as indicating all the broad range of work made possible, as well as for the choice of new and attractive type faces and designs presented.

* * *

The Barnes-Crosby Company *Budget* is an artistically designed and gotten up monthly booklet showing selections from the company's daily work. These designs are not only attractive but educative, for they are practical, showing results from actual work in catalogue and other commercial work. Accompanying these selections, or specimens, are informing remarks as to the art of illustration that has now become so large and indispensable a feature not only in book, newspaper and magazine making but in every branch of business publicity. The Barnes-Crosby Company give superior service as the result of a combination of unsurpassed equipment and the large force of artists and engravers under capable management.

* * *

The "Chandler & Price Pyramid" presented in this issue of the NATIONAL PRINTER-JOURNALIST is a well-earned monument of continued and remarkable success. An increase of nearly eight fold in the yearly output of a great manufacturing establishment in nineteen years would be wonderful in any line, but that this showing should be made in one line of printing press manufacture is not only surprising but is proof positive of superior merit. One would think that the market for machines, that lasted for many years beyond the one in which the first were turned out would in a measure be supplied, but with the Chandler & Price Gordons this is not the case. In 1887 there were 311 Chandler & Price presses sold and delivered, and up to and including 1904, 21,552 had been sold and were in use, and yet the sales in 1905 were 2,393, making a total of Chandler & Price Gordons sold, in nineteen years, 23,945. There can be nothing more convincing than such facts and figures.

* * *

The Salisbury, N. C., *Sun* has sold, through the newspaper brokerage office of C. M. Palmer, 277 Broadway, N. Y., by H. B. Varner, of the Lexington, N. C., *Globe*, to William Geppert, of the *Musical Courier*, this city, and his son, William L. Geppert, formerly associate editor of the Clarksburg, W. Va., *Telegram*.

Mr. A. N. Lawson, for seventeen or eighteen years with the McKeesport, Pa., *Daily News* and of late managing editor of that paper, has bought the *Daily Herald* property of Norwalk, Ohio. C. M. Palmer, the newspaper broker, conducted the negotiations.

* * *

CLEANING REGISTER HOOKS.

At the present time cleansing register hooks after a long run of color work is a serious matter. In spite of the greatest care dust and ink will accumulate in the openings of the hook which is necessary for the operation of the clutches and screws, and the only way to thoroughly clean them now is to dismantle the hooks and have each part washed separately in lye or benzine.

The accompanying illustration shows the way the Challenge Machinery Company now make all their hooks. The opening is at the bottom of the hook and does not in the least weaken or impair its use, while at the same time the working of the screw and the clutch is open so that by using a brush with hot water and lye, or with benzine or by forcing steam through this opening, the hook can be cleaned perfectly and quickly. There is not only a great deal of time saved, but the register hooks are also kept in better shape and the length of wear materially increased. For any further information send to the Challenge Machinery Company, Grand Haven, Mich.

INTERNATIONAL PUBLICITY.

SPECIAL EDITION OF PROFITABLE ADVERTISING WILL COVER THE WHOLE INDUSTRIAL WORLD.

A notable event in the history of advertising journalism is the forthcoming publication of an International Edition of *Profitable Advertising*, Boston. This unique special issue of the magazine of publicity is scheduled as the November number, and will appear about October 25th. It will be totally different from anything that has heretofore been published, covering practically the whole wide world from the advertisers' and publishers' standpoints, and presenting the subject interestingly and comprehensively.

The International Edition will consist of nearly 300 pages, making it the largest advertising magazine ever issued.

It will contain valuable information on advertising conditions in Great Britain, France, Germany and America by men who have had extensive experience in their respective fields. Among the articles from abroad are the following:

"Tariffless Great Britain: Some Suggestions to American Advertisers," by Frank Colebrook; "Continental Advertising," by Wm. Hy. Beable; "America's Foreign Trade Opportunity," by Paul E. Derrick; "Advertising in the British Colonies and India," by Edwin Pugh; "Advertising in English Newspapers," by Edmund Street; "Mail Order Advertising in England," by Philip Smith; "Advertising in France," by John Fred Jones; "Advertising in Germany," by C. H. Phillips; "Advertising in Holland," by J. H. De Bussy.

Wants and For Sale.

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office no later than the 20th of the month preceding date of publication. Cash must accompany order.

HELP WANTED

WANTED—All round printer to act as foreman in weekly newspaper office doing good job business in city of 5,000 in Central Ohio. Must be good job compositor and able to handle cylinder and Gordon presses. A steady position and good wages to the right man. Married man preferred who is now employed in small city office on both composition and press work. Write at once, stating salary expected and when you can come. Address FOREMAN, care NATIONAL PRINTER-JOURNALIST, Chicago, Ill.

FOR SALE—PRINTING MATERIAL

ELECTRO COPPER-FACED TYPE. Empire Type Foundry, Delevan, N. Y.

FOR SALE—Complete job-printing office. Must be sold at once. A rare bargain for $3,000. In best Southern Michigan city. Do not answer unless you mean business. Address "Bargain," care NATIONAL PRINTER-JOURNALIST.

FOR SALE—Two Revolution, back delivery press made by C. Potter, Jr., & Co.; four form rollers; measurements of bed between bearers, 54x40; will take form 38x52; rack and screw vibrator; table distribution; three tracks; overhead steam fixtures; eight roller stocks and four angle rollers; in good condition; a bargain, if taken by October 1st. Address "R. P.," care of NATIONAL PRINTER-JOURNALIST.

PRINTING PRESSES FOR SALE—Second-hand, 43x56 Cottrell Two Revolution, 44x60 Potter Two Revolution, 43x56 Campbell Two Revolution, and several Drum Cylinder and Pony Presses at very low prices. Address "CHASE," 1417 Commonwealth Bldg., Philadelphia, Pa.

MISCELLANEOUS

A MONEY-MAKING SYSTEM FOR THE EMPLOYING PRINTER. A handy little volume describing a simple, economical, yet practical and comprehensive system for ascertaining the cost of printing. This system has been tried and is adaptable to large and small printing and manufacturing plants alike. Illustrates full blanks for all departments along with bookkeeping system for business office; 125 pages, 4½x7 inches, cloth, $1.00. NATIONAL PRINTER-JOURNALIST, Station X, Chicago, Ill.

THE VAN BIBBER ROLLER CO., Sixth and Vine Sts., Cincinnati, will give you *the best rollers* that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in presswork than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

ANYBODY CAN MAKE CUTS with my simple transferring and etching process. Nice cuts, from prints, drawings or photos, are easily and quickly made by the unskilled on common sheet zinc. Price of process, $1. All material costs at any drug store about 75 cents. Circulars and specimens for stamp. THOS. DAY, Box P, Windfall, Ind. My Simplex Mailer only $2.50, send for circular.

A COLD SIMPLEX STEREOTYPING OUTFIT, $17.00 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

The *Newspaper Transient* publishes all the latest propositions. Tells how and where to buy a newspaper. Don't invest until you see the *Transient*.. Copy free. Meritorious propositons wanted. H. F. Henrichs, Madison St., Girard, Ill.

FOR SALE—At a bargain. A simplex setting machine with 700 pounds of brevier type, as good as new. Daily Journal, Webster City, Iowa.

MISCELLANEOUS—Continued

EDITORIAL for any publication. Exclusive. Luxury for busy publishers. Price you can afford. Full information cheerfully given. "X," NATIONAL PRINTER-JOURNALIST.

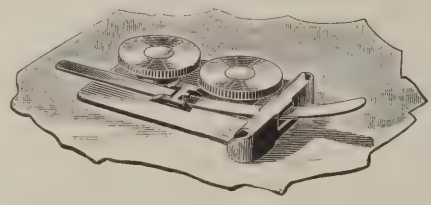
SOUTHWESTERN DAILY

With established business of $16000.00 yearly on good paying basis, located in fast growing city of 20000, if sold within short time is available at $8000.00. But one competitor. An excellent opportunity. Proposition #98.

C. M. PALMER
NEWSPAPER BROKER
277 BROADWAY, NEW YORK
115 DEARBORN ST., CHICAGO

Save stoppage on your job presses by using the

DOUBLE-GRIP GAUGE



The strongest fixed gauge ever invented and the thing for 10-ply cards and other heavy stock. No glue. Adjustable.

Do your sheets stick to the form? Try Megill's Improved Gripper Fingers. Do you find it impossible to get perfect register at high speed? Write about Megill's Automatic Register Gauge.

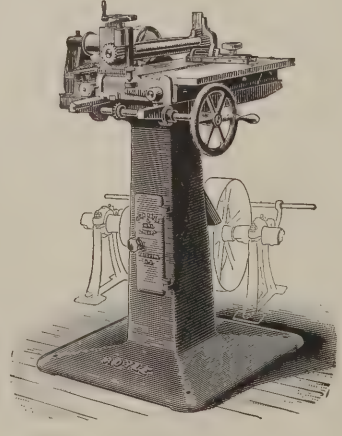
E. L. MEGILL, Mfr., 60 Duane St., NEW YORK

"PERFECTION" WIRE STITCHING MACHINES

ARE UNIFORMLY SATISFACTORY

MANUFACTURED BY

THE J. L. MORRISON CO.,
143 WORTH ST., NEW YORK
Toronto, Canada London, England Leipzig, Germany



Success in Photo-Engraving

From the artistic as well as remunerative viewpoint, is assured by the use of Royle Bevelers. An investment in a Royle machine always pays.

JOHN ROYLE & SONS
Paterson, New Jersey
U. S. A.

MONITOR
Round Hole Perforator

A Satisfactory Perforator

No springing of head, die plate or stripper. Perfect register of needles and die plate. Built in 16 sizes and styles. For foot, belt or with individual motor attached. Automatic feed gauge can be quickly set, works accurate and rapidly.

MONITOR WIRE STITCHERS are fastest—with widest range of work—meets demands of large or small plant.

MONITOR PUNCHING MACHINES for all lines of work.

Catalogue Binders' Machinery on application.

LATHAM MACHINERY CO.
Main Office and Factory
197-201 So. Canal Street
C H I C A G O

NEW YORK STORE: 8 Reade St.
BOSTON STORE: 220 Devonshire St.

Buffalo Inks

Within the reach of all. Their luster and brilliancy will emphasize the superiority of your work. Deep and uniform in quality. Adapted to all grades of paper and every character of printing. Money saved is money made, and **Buffalo Inks** save the time and money spent in experimenting with inferior inks.

Buffalo Printing Ink Works
Buffalo, New York

PRACTICAL JOURNALISM

A Complete Handbook of Modern Newspaper Methods

By EDWIN L. SHUMAN
Author of "Steps into Journalism"
Literary Editor of the Chicago *Record-Herald*

Illustrated, 12 mo. Cloth $1.25 net; postage 12c additional

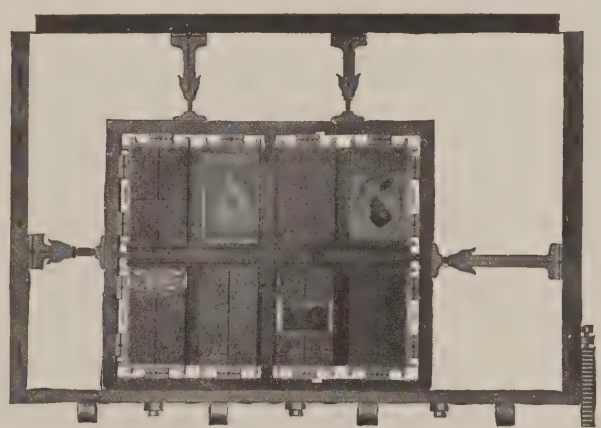
THIS is the most comprehensive treatise on newspaper work that has thus far appeared. It explains the organization of a newspaper staff, the best way to enter journalism, the usual steps of promotion, the salaries paid, etc. There are practical chapters on how to start and run a country newspaper, and for workers on the country press there are valuable suggestions on how to make connections with large city papers. There is a chapter for the country correspondent.

Mr. Shuman's method in regard to the large journals has been to tell what each department does, and the best methods of doing it. We get a view of the reporter at work, coupled with clear instructions on how to write a news story. The question of how to get a start is answered in regard to every department. For the experienced editor there is much valuable information in the chapters on errors, libels and copyright. There are chapters for artists, ad writers, women and special writers. The book covers the whole field of journalism with a thoroughness never before attempted.

FOR SALE BY
NATIONAL PRINTER-JOURNALIST
STATION X - - - CHICAGO, ILL.

Faultless Locking Devices
AND INGENIOUS BITS OF MECHANISM

Wonderful Power; Hold, like solid connection, against wood, type-metal or iron; Expand without sliding; No skew; No spring; Conform to straight or uneven surfaces; Ensure square lockage and perfect register; Repay cost quickly by time-saving alone; Superior materals, workmanship and finish.



Cut shows EXPANSION LOCKS, against iron, as chase-lock on bed of press. Secure; No blocks; No loss time. 4 Sizes, expand $4\frac{8}{4}$" to $34\frac{8}{4}$".

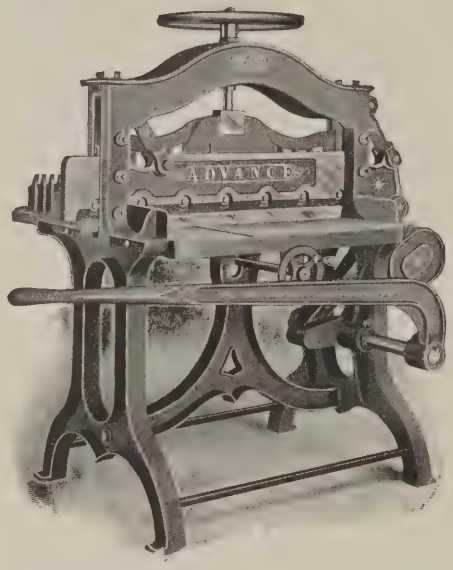
Also MORTON LOCK-UPS, against type-metal and iron, as side and foot locks in book form. 41 lengths: all book and job measures; all sidesticks.

Send for latest Booklet of Modern Locking Devices, in great variety, including latest WICKERSHAM QUOINS (2,000,000 in use), for all composing and press room uses; also Good Opinions and prices.

Wickersham Quoin Company, Boston, U. S. A.

AGENCIES: America: Leading Type Founderies and Dealers in Printing Materials. Great Britain: Caslon Letter Foundry, London. Australia: Alex. Cowan & Sons, Melbourne, Sydney and Adelaide. South Africa: John Dickinson & Co., Cape Town. Others elsewhere.

The Advance Lever Paper Cutter



IS made in six sizes, 16 and 19 inches, Pony, and 22½, 25, 30 and 33 inches, regular style. Greatest cutting capacity for the least money. Has easily squared interlocking back gauges, gauges on both sides, both back and front, can operate lever without stooping to the floor. Strong, heavy machine built on correct mechanical principles.

Sold by Dealers Everywhere

Manufactured by The CHALLENGE Machinery Co. Grand Haven, Mich.

Salesroom and Warehouse 127-129 Market St., Chicago

DO WE SELL KEYSTONE TYPE?

Well we should say we did

More Keystone is used by Up-to-Date Advertisers than any other make. It always fits the spot. New Faces are coming out all the time and they are making the other people sit up and take notice.

Prompt Service is given by their Western Agents

CHAMPLIN & SMITH

121 PLYMOUTH COURT, CHICAGO, ILL.

¶ No matter how cheaply a job is printed, there is always somebody ready to do it still cheaper and still poorer, but quality is a question of ability. Therefore progressive printers are studying to-day not so much how to do cheaper printing, but how to do it better.

¶ And, as a sure and powerful lever to that end, they are using

ULLMAN'S DOUBLETONES

AND **ULLMANINES**

increasing their business incomes and educating a willing public to finer effects.

SIGMUND ULLMAN CO.

NEW YORK CHICAGO

Second Order for Printers' Account Book

The following is the second order received from the Trade Journal Press, San Francisco, for the Printers' Account Book.

San Francisco, Aug. 5, 1905

National Printer-Journalist,
Dear Sirs:

We are in need of another Printer's Account Book and would be pleased to have you send one to us at your earliest convenience as we are very much in need of one. Enclosed please find our check for $3.50, which is the price of the 200-page book and the one we want.

We are yours respectfully,
Trade Journal Press.

THIS Book saves time and money; a system for entering jobs, keeping a record of paper stock, cost of all labor and material.

If a job is done for a customer, and he orders it duplicated in a week, a month or a year afterwards, you can instantly turn to your Account Book, which gives you every item of information in connection with doing the work in the first instance, even to a memorandum of where the material or paper was purchased, the grade, size and weight of the stock and how it cut, and shows how much money was made or lost in the first instance.

The Printers' Account Book is 11¾ x 15¾ inches. Price of 200 page book, 1000 jobs, $3.50; 2000 jobs, $5.00.

National Printer-Journalist
Station X, Chicago, Ills.

KNIFE-GRINDERS

FOUR STYLES MADE IN SIXTEEN SIZES FROM 20 TO 90 INCHES LONG. WARRANTED FOR WET OR DRY GRINDING. :::: WHEN ASKING FOR QUOTATIONS SEND US LENGTH OF KNIFE (NOT WIDTH OF YOUR CUTTER) ═══ COMPLETE BINDERY OUTFITS

The BLACKHALL MANUFACTURING COMPANY ::: 17 Lock Street, Buffalo, N. Y.

ST. LOUIS PHOTO ENGRAVING CO.
DESIGNERS AND PROCESS ENGRAVERS
HALF-TONE AND ZINC ETCHING
N.E. COR. 4TH & PINE STS.
SEND FOR SAMPLES.
ST. LOUIS, MO.

PHOTO-ENGRAVERS
SHOULD USE
★ GLOSSOID BRANDS ★
OF POLISHED ZINC AND COPPER PLATES
STAR ENGRAVERS SUPPLY CO.
81 and 83 FULTON STREET
Telephone 139 John NEW YORK CITY

C. I. JOHNSON MFG. CO.
New and Rebuilt Printers' Machinery, Type and Supplies
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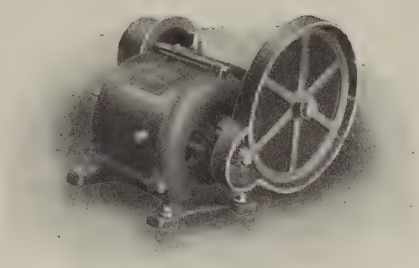
LINOTYPE MOTOR



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¶ Tell us what size you are interested in and we will tell you how you can obtain it without any expense to yourself, in fact, it will earn you a profit from the day it is installed.

¶ You should have the outfit and our up-to-date stock and advertising cut service. Address

Bucher Engraving Co.
Syndicate Department
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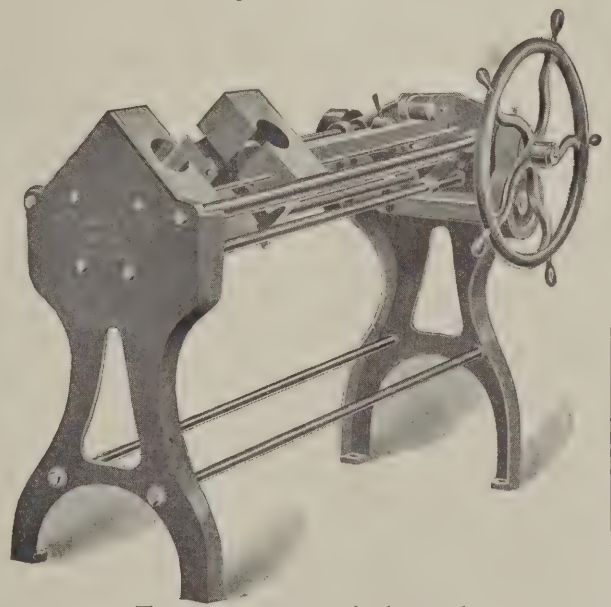
It Will Pay You



To compare our new back-geared
BUNDLING PRESS
with any other make, and, if not found superior in operation, durability, convenience and effectiveness, do not buy it. We send them on trial.

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The Pioneer 18 hour train, Chicago to New York, runs every day over the Pennsylvania-New York Short Line.

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Arrives New York - -	9:45 Next Morning
Returning	
Leaves New York - -	3:55 P. M.
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National Printer - Journalist
Station X - - CHICAGO

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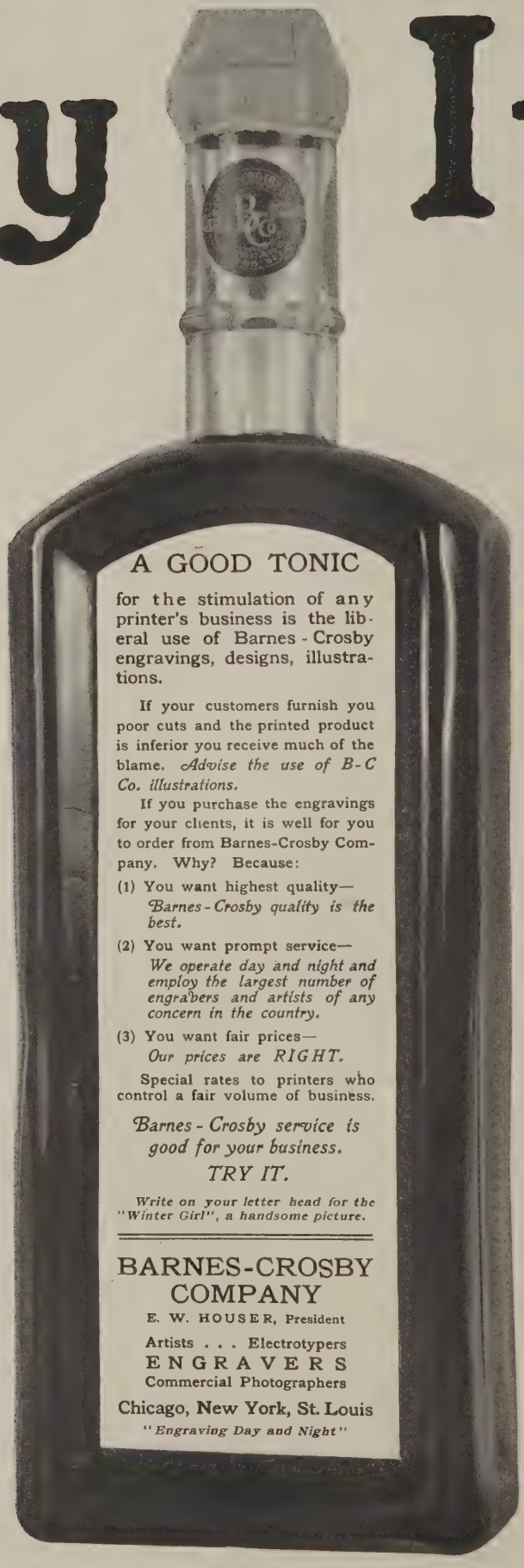

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for the stimulation of any printer's business is the liberal use of Barnes-Crosby engravings, designs, illustrations.

If your customers furnish you poor cuts and the printed product is inferior you receive much of the blame. *Advise the use of B-C Co. illustrations.*

If you purchase the engravings for your clients, it is well for you to order from Barnes-Crosby Company. Why? Because:

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(3) You want fair prices—
Our prices are RIGHT.

Special rates to printers who control a fair volume of business.

Barnes-Crosby service is good for your business.

TRY IT.

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ENGRAVERS
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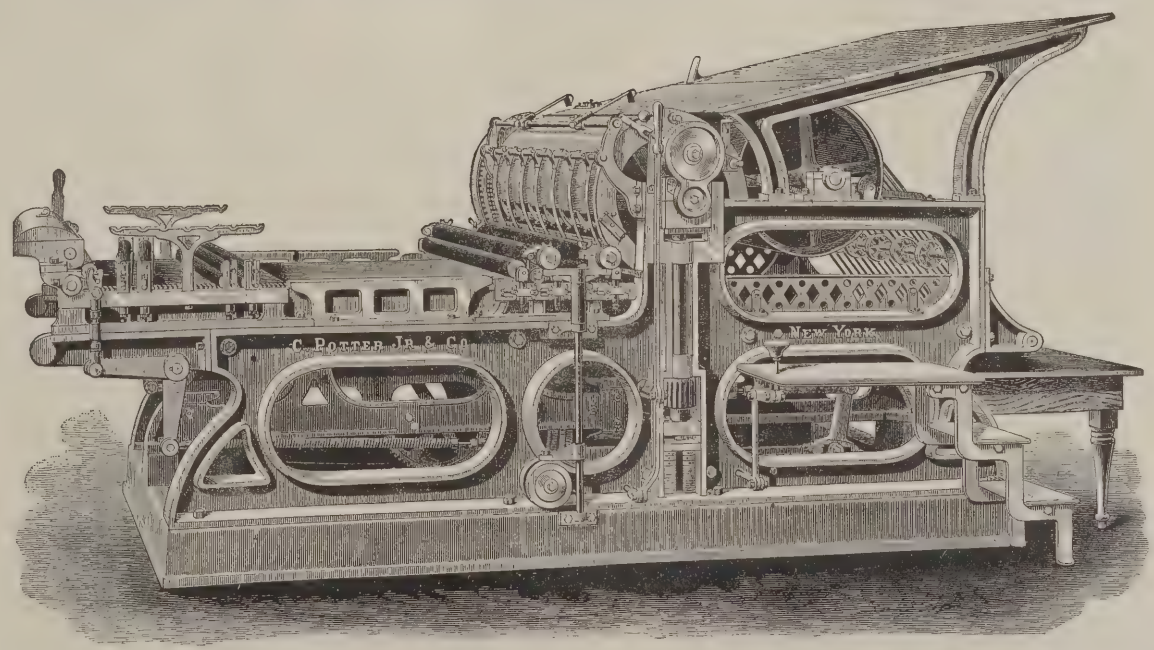
This Press For Sale—A Bargain



Second Hand Potter Two-Revolution Press—Bed 38x55, table distribution, four form rollers, wire springs, impression trip, rear tapeless delivery.

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134 MONROE STREET
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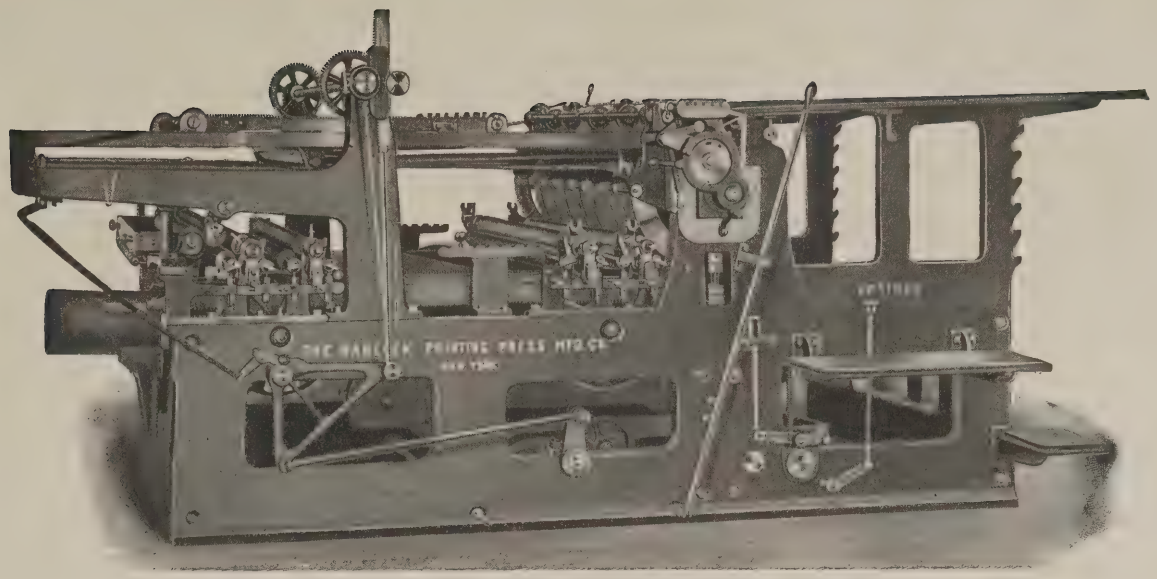

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The Babcock Optimus
The Babcock Optimus

¶ A press slow in make-ready is usually one where the owner does not know it. It is one where an overlay counts for little; where the last bears off the impression from all around, and patch after patch is needed to bring it up; where, if proper strength be given to foreground and deep shadows, make-ready seems never to cease; where the high lights are muddy, and the middle tones lost; where, after the hardest work for double the time figured in the estimate, the result is not good, and where the patching must continue throughout the run. ¶ It is the best that can be done. The press is weak, a fault the pressman cannot correct. It gutters, and proclaims its weakness. Weakness makes work. It may be a so-called high-speed machine. It is in fact slow, and a time waster. With competition it is unprofitable. ¶ The reverse of this is the Optimus. A tissue patch shows for full value. There is no lifting around overlays. Not many are needed. On some forms none. It is strong—rigid—the very strongest. Its strength gives delicacy, evenness, uniformity. Solids can be made solid, deep shadows strong, high lights clear, with least effort and little time, on a lasting tympan. It is fast in make-ready. It will print fast, surprisingly fast, and easily.

The Babcock Optimus

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NATIONAL PRINTER JOURNALIST

NOVEMBER-1905

NEW YORK CHICAGO

DEXTER AND TUTTLE CHICAGO

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Go the Limit
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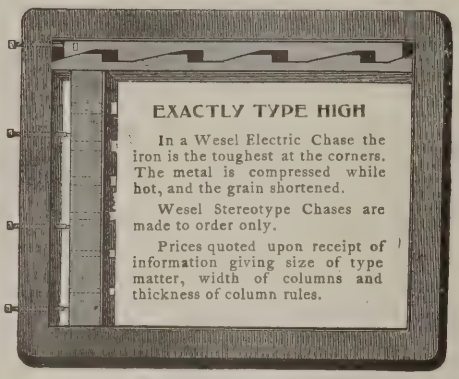
EXACTLY TYPE HIGH
In a Wesel Electric Chase the iron is the toughest at the corners. The metal is compressed while hot, and the grain shortened.
Wesel Stereotype Chases are made to order only.
Prices quoted upon receipt of information giving size of type matter, width of columns and thickness of column rules.

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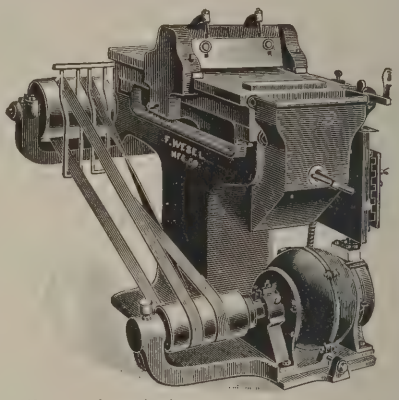
Our line of these machines is complete in every detail.

It includes Shaving Machines for power, power and hand, hand, rack and pinion or screw feed, diagonal shear cut, raising and adjustable knife head, and raising bed.

They can be furnished with or without motor.



Screw Driven Shaving Machine Nos 3 and 4 with connected motor.

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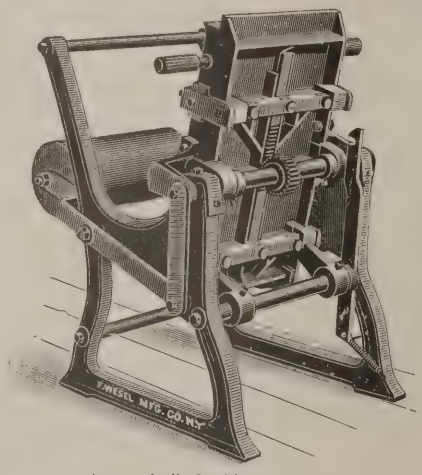

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One of our successful improvements is a box for casting two-thirds of a circle.

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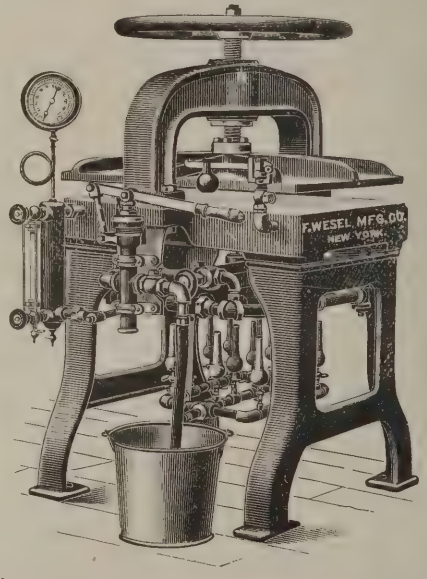

Single Platen Steam Drying Table with Gas Heated Steam Generator

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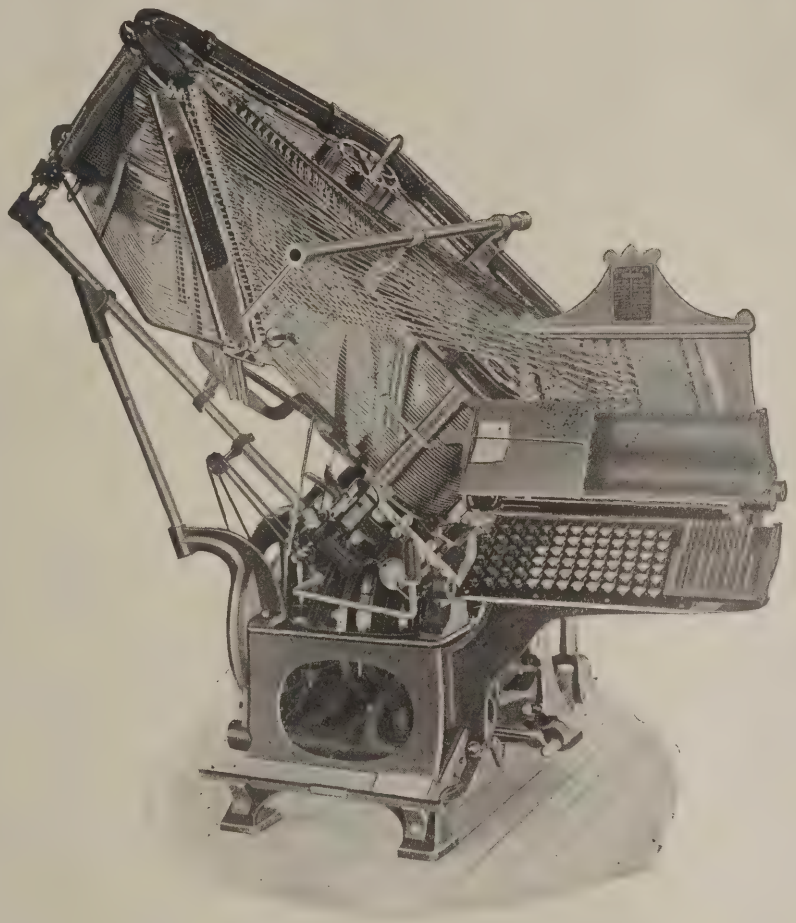

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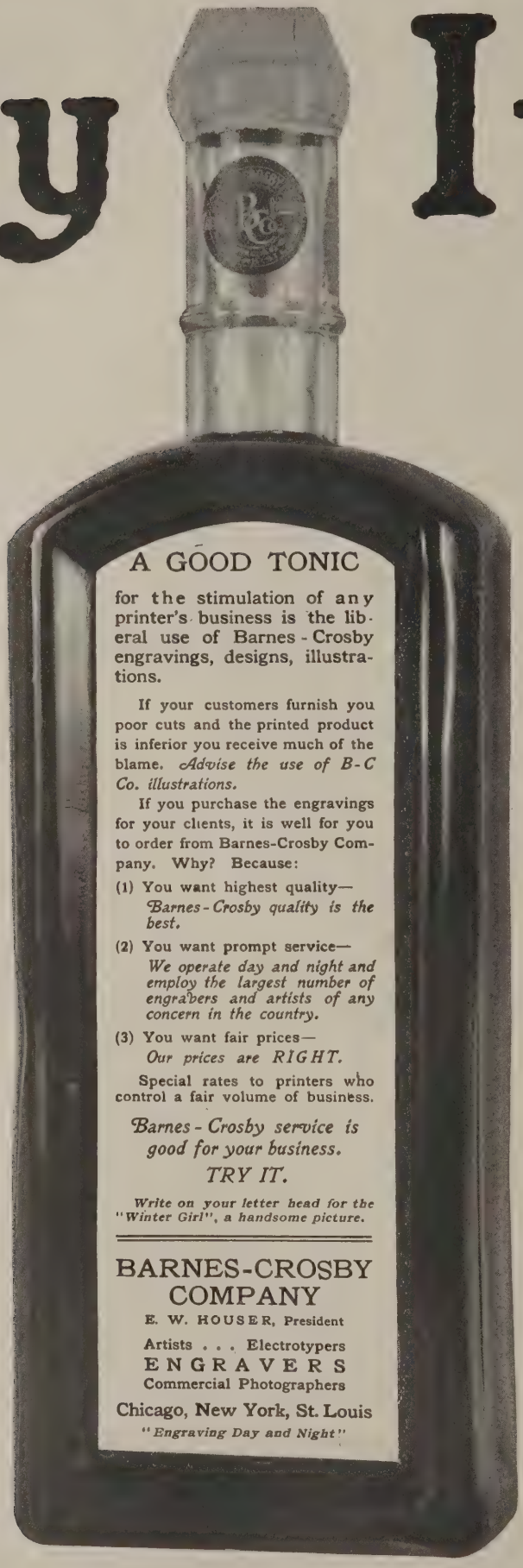
MERGENTHALER LINOTYPE COMPANY

NEW YORK CHICAGO SAN FRANCISCO NEW ORLEANS

Try It!



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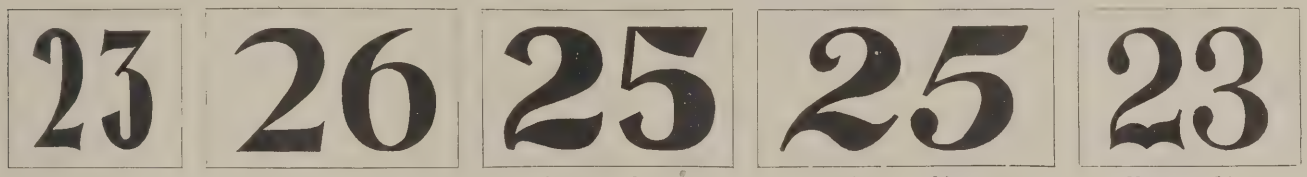
PERPETUAL CALENDAR SETS

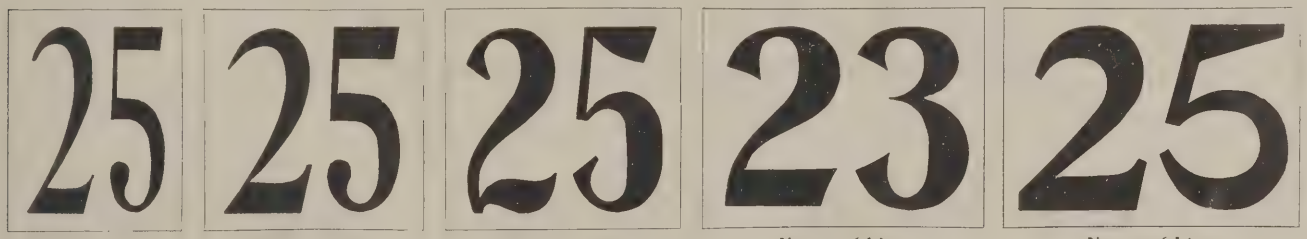
WE present herewith our new assortment of Calendar Figures. It is impossible to show complete sets, but it can be borne in mind that a full calendar month is 7 blocks wide and 5 blocks deep. The full size of the Calender can be thus easily ascertained. Likewise we will explain that a Calendar Set will increase or decrease in size in the same proportion that the size of a single block is increased or decreased. For example, if a 6-line Calendar Set is 9 inches wide by 6 inches deep over all, the 8-line will be one-third larger, or 12 by 8 inches. This page shows the most complete assortment of Calendar Figures ever offered. The surrounding rules are brass and are not supplied by us.

4	Line	Logotypes,	1	to	31,	with	7	blanks,	per set,	$4.00		10	Line	Logotypes,	1	to	31,	with	7	blanks,	per set,	$ 6.00
5	"	"	1	"	31,	"	7	"	"	4.50		12	"	"	1	"	31,	"	7	"	"	7.00
6	"	"	1	"	31,	"	7	"	"	5 00	NET PRICE-LIST	15	"	"	1	"	31,	"	7	"	"	8.50
7	"	"	1	"	31,	"	7	"	"	5.25	OF ALL SIZES OF	18	"	"	1	"	31,	"	7	"	"	10.00
8	"	"	1	"	31,	"	7	"	"	5.50	CALENDAR SETS	20	"	"	1	"	31,	"	7	"	"	12.00

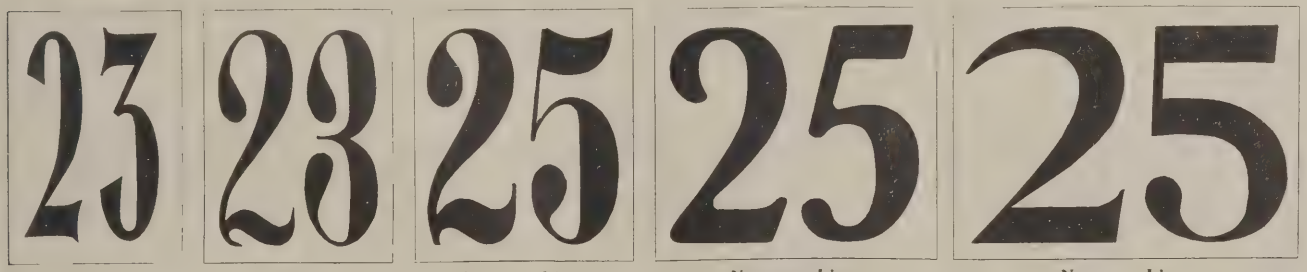
12 Logotypes of months, without abbreviations, for Calendars 12 line and under, per set, $3.00. Calendars over 12 line, per set, - $4.00
7 Logotypes of days of week, abbreviated, for Calendars 12 line and under, per set, - 1.00. For Calendars over 12 line, per set, 1.50
Logotypes of any year, for Calendar 12 line and under, 25c. each. For Calendars over 12 line, 50c. each.
Tint-blocks made to fit any Calendar, grooved to fit the Logotypes, 2c. per square inch.



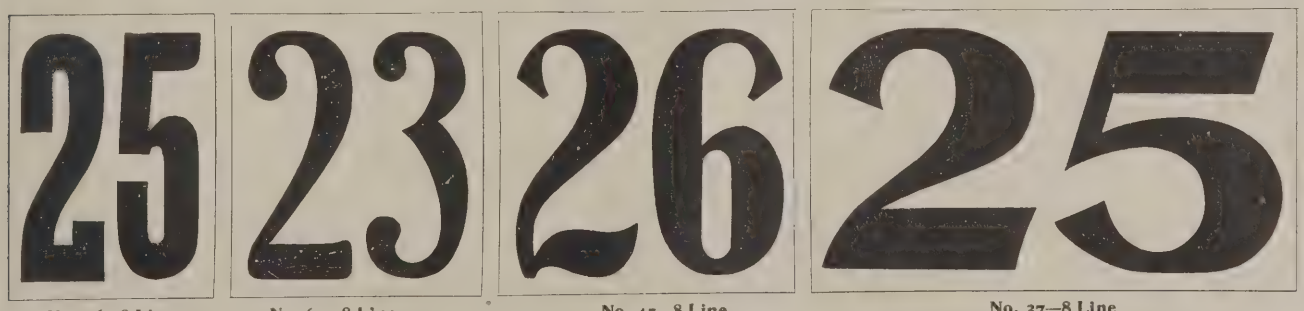
No. 30—4 Line | No. 31—4 Line | No. 21—4 Line | No. 29—4 Line | No. 25—4 Line



No. 42—6 Line | No. 41—6 Line | No. 45—6 Line | No. 44—6 Line | No. 43—6 Line



No. 56—7 Line | No. 58—7 Line | No. 59—7 Line | No. 53—7 Line | No. 31—7 Line



No. 46—8 Line | No. 62—8 Line | No. 45—8 Line | No. 37—8 Line

We show only single dates. Measure seven dates wide and five high to get size of full set. Add space of one more row for month and week logotypes. All Calendars can be made any size desired. Made by

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Makers of EVERYTHING WOODEN THAT PRINTERS USE, including LARGEST ASSORTMENT OF WOOD TYPE FACES IN THE WORLD

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Our goods are carried in stock and are for sale by all first-class dealers in the United States and Canada

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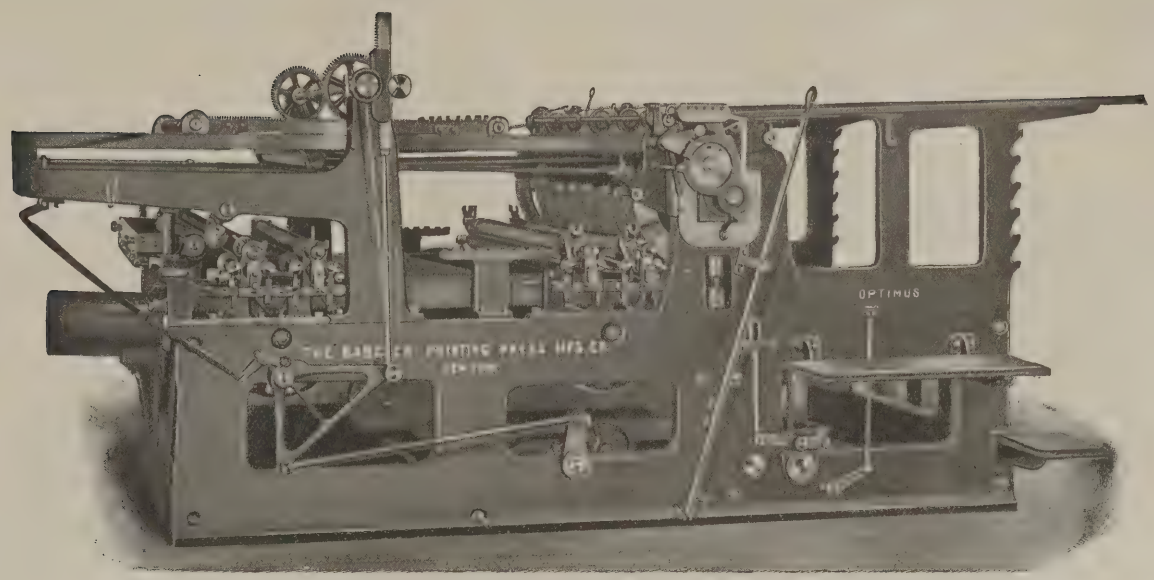


THE HEAVIEST, SIMPLEST, MOST COMPACT AND HANDSOMEST TWO-REVOLUTION. COMPARE THIS ILLUSTRATION WITH THAT OF ANY OTHER.

THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT
New York Office, 38 Park Row. John Haddon & Co., Agents, London. Miller & Richard, Canadian Agents, Toronto, Ontario

BARNHART BROS. & SPINDLER, WESTERN AGENTS, 183-187 MONROE STREET, CHICAGO
Great Western Type Foundry, Kansas City; Great Western Type Foundry, Omaha; Minnesota Type Foundry Co., St. Paul; St. Louis Printers Supply Co., St. Louis; Southern Printers Supply Co., Washington; A. G. Elliot Paper Company, Dallas; E. C. Palmer & Co., Ltd., New Orleans; Fundicion Mexicana de Tipos, City of Mexico. On the Pacific Coast—The Southwest Printers Supply, Los Angeles; Pacific Printers Supply House, Seattle; Pacific States Type Foundry, San Francisco.

The Babcock Optimus
The Babcock Optimus

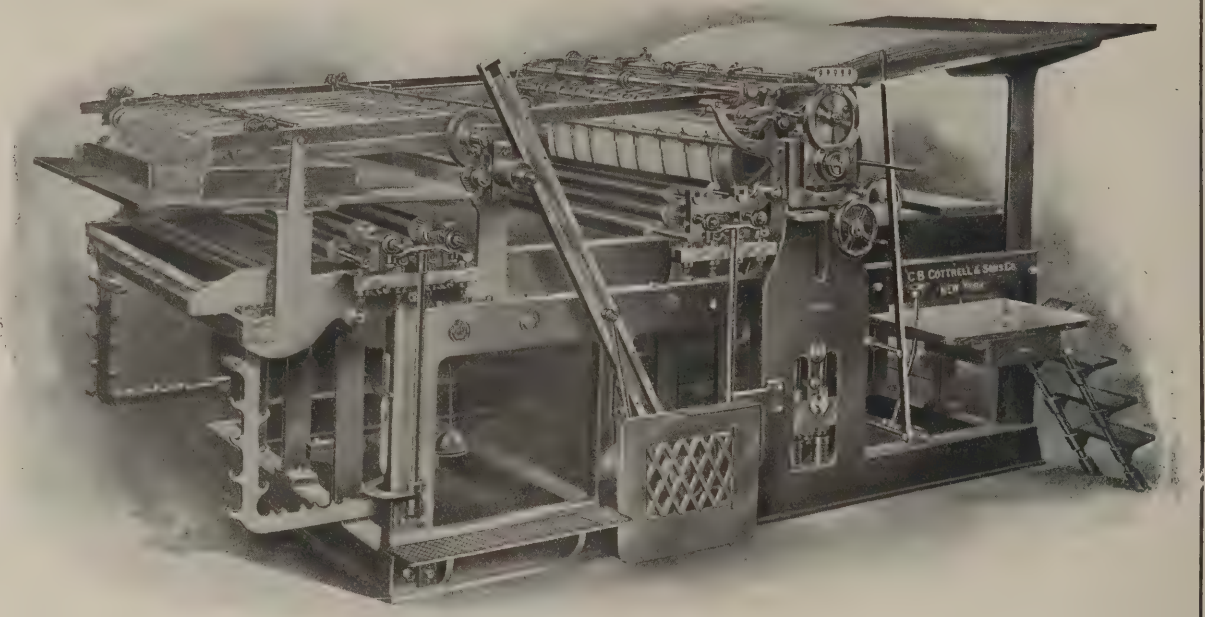
Quads and spaces working up? Excepting electricity in paper nothing so hampers the pressman with delay, or costs more in spoilage, damage to form and loss in time. The two make the chief evils of a pressroom.

A positive cure has been found for electricity in paper. The Optimus prevents the other.

Quads, spaces, leads and furniture are not brought to the surface on an Optimus through fault of the press. Its construction is with special reference to preventing this, and prevention is better than impossible cure.

The Babcock Optimus

SET IN BARNHART BROS. & SPINDLER'S OLD ROMAN CONDENSED



The Cottrell High Speed Two Revolution Press

Specially designed for the exacting demands of three-color printing where perfect register is absolutely necessary. New features have been added for facilitating the production of the finest work.

The press is furnished with our Patent Convertible Sheet Delivery which can be set to deliver the sheets printed side up, or it can be changed to the regular fly delivery in five minutes time. The convertible delivery is operated by a variable speed crank motion which dispenses with the fly spring, thus saving the power required to compress the spring, at the same time making the motion more simple and convenient.

C. B. Cottrell & Sons Company

41 Park Row, New York **279 Dearborn St., Chicago**

PRINTERS!

The President of the United States

in the following language has officially stamped the Mergenthaler Linotype Company as a calumniator, as an assassin of character; he says:

> *"Second only to corruption in a public officer in point of iniquity comes making a baseless charge of corruption, and this is what the committee finds the Mergenthaler Company has done in this case, its comments being in part:*
>
> *'In the light of the failure of the Company to produce evidence of such corruption, it must be held that the charge was made recklessly, and the Mergenthaler Company should be condemned severely for including such a charge in a formal communication to the President of the United States, made as a basis for official action on his part.*
>
> *'It is fair also to the Lanston Monotype Company to say that no evidence was presented by the Mergenthaler Company, nor was any obtained by the committee in the course of its hearing, tending to showing any promise, payment, or consideration of any kind whatsoever made by the Lanston Company, or any of its officers or agents, to any person in the government service.'"*

This will sufficiently indicate the nature of the methods we have had to combat; but it does not reveal the extent to which the unseen agents of misrepresentation have sought to injure the name of Monotype.

We are fighting your fight, and we want your co-operation in a campaign for clean business methods, and for truth-telling in competition.

[Continued on next page]

[Continued from preceding page]

As purchasers you have the right to know the truth about every machine, every pound of material, every sheet of paper that is offered you for sale.

As purchasers you have the right to expect the truth of every concern, or its agents, which seeks of you trade; and you have the right to expect the truth not only about the things it has to offer, but just as truthfully is it bound to answer you about its competitor's goods.

If any concern does not so answer you it attempts to deceive, and the deception is aimed directly at you. Not only is deception sought to be practised upon you in a matter which affects your livelihood, but an insult is offered your business acumen.

Therefore, when we emphasize the scathing rebuke which has been put by the President upon our competitor, whose goods we have no need or desire to rate at other than their just value, we do so solely for the purpose of awakening you to the kind of campaign that has been waged against you, and against us, a campaign conducted amongst you for the sole purpose of keeping from you correct knowledge of a new tool which it is feared you may wish to employ.

But we intend that you shall learn of that new tool, and truthfully. We have nothing about it to conceal; on

the contrary we have an immense number of profitable facts to lay before you, which you will be glad to know.

To these we shall ask your attention; we shall ask you to weigh them, and to compel us to demonstrate them.

But—and here is the point of the demand we are about to make upon you—whoever in your hearing decries the Monotype immediately place under your suspicion; he is one not to be trusted.

Almost infallibly either he does not know, or is purposely attempting to mislead you for his own profit, because no man can demonstrate the falsity of a single claim we make for the Monotype, nor can he produce a single machine being properly run that is not giving its owner utmost satisfaction.

Therefore we say to you: if you find the Monotype not what you have been led by us to believe it to be, under no circumstances purchase it; but let your opinion be based upon your own investigations, not upon the kind of prejudice that so often is born of the whispered calumny of those whose profit it is to mislead you.

WOOD & NATHAN CO.

Sole Selling Agent.

New York, September 20th, 1905.

THE MONOTYPE

On June 19th, 1905, the Public Printer ordered for the Government Office at Washington, 72 Monotype Machines.

Upon learning of the purchase, the Mergenthaler Linotype Company made to the President allegations of corruption on the part of the Lanston Monotype Machine Company and sought to induce him to revoke the order.

On September 10th, after a thorough investigation of the charges, the President issued the statement from which we have quoted, and ordered the contract to stand as made.

When these are installed there will be in the Government Printing Office 100 Monotypes, the largest plant of composing machines in the world.

WOOD & NATHAN CO.

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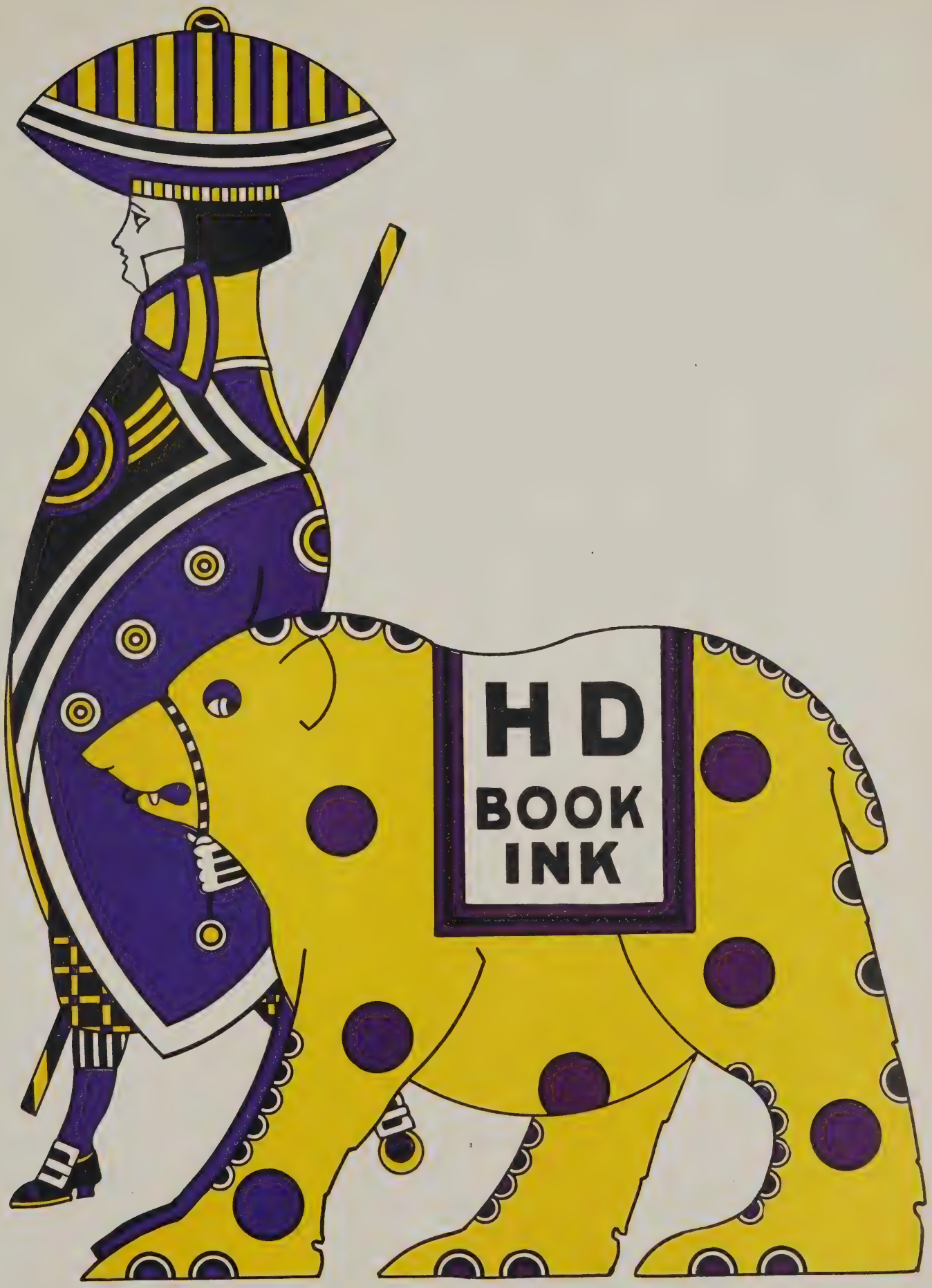
HADWEN SWAIN MFG. CO., REPRESENTATIVE FOR PACIFIC COAST, SAN FRANCISCO, CAL.



H. D. BOOK, 40. GOLDEN YELLOW, No. 409. SPECIAL SAPPHIRE BLUE, No. 3049.

DUAL-TONE VIOLET BLUE, $2.00. 2128.

The Queen City Printing Ink Co.

Makers of High-Grade

PRINTING INKS

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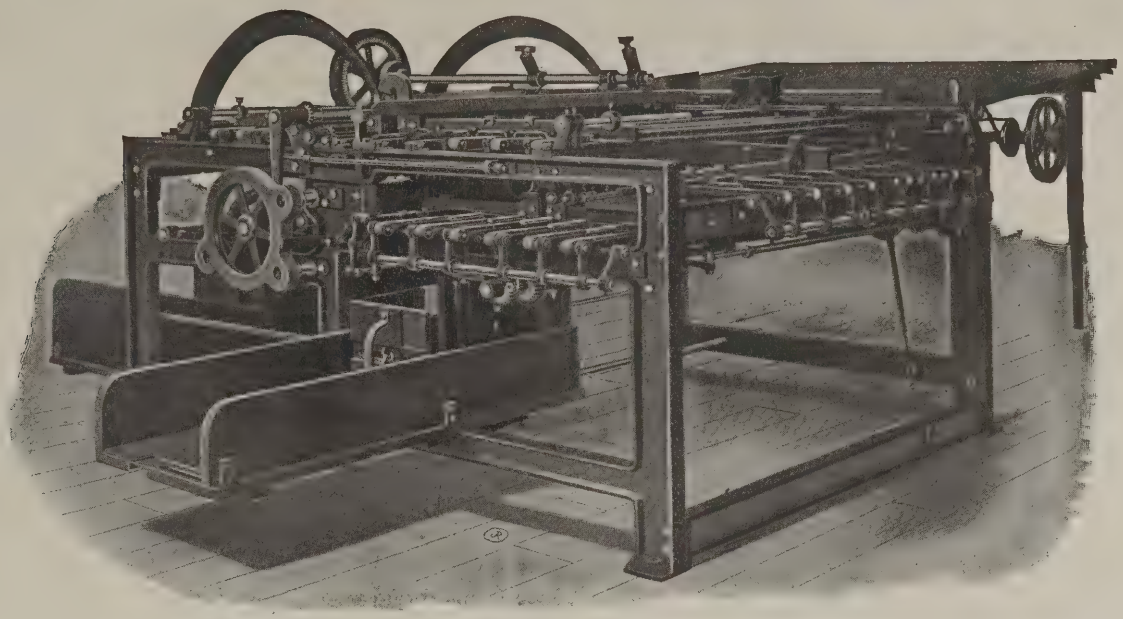
When You Buy Investigate

New Model Jobbing Folder



The above machine will fold not only periodical work but the finest catalogue work. It has Automatic Registers at all folds. Automatic Sheet Retarder and Head Perforators that overcome all "buckling."

Made by BROWN FOLDING MACHINE CO.
ERIE, PENNSYLVANIA

New York Agency: H. L. EGBERT & CO., 21 New Chambers St.
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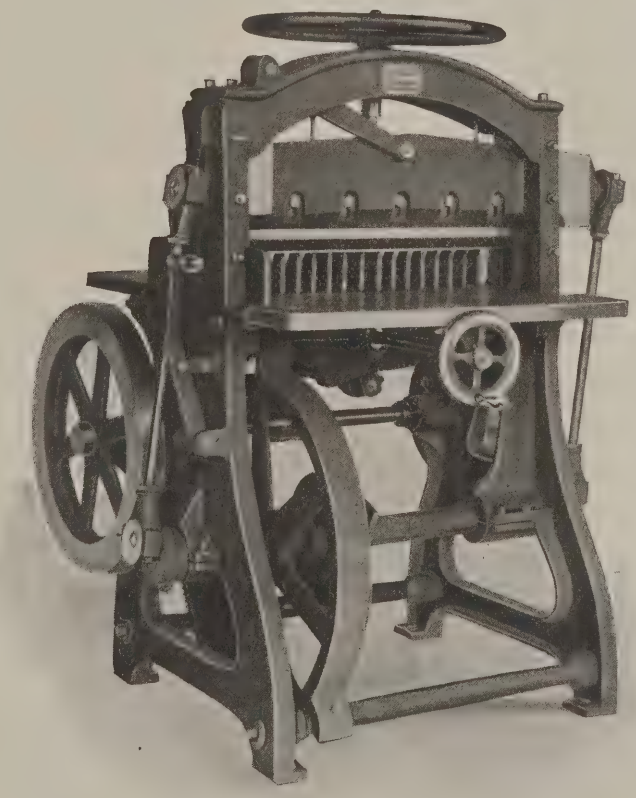

The Best Cutter for Printers

In speed, accuracy and durability no cutter for printers' use ever has equalled the

Improved Keystone 30-Inch Screw Clamp Cutter

It matches the work of the highest priced cutters in accuracy and speed, and takes less floor space and less money to buy it than any cutter of equal quality on the market.

The price will interest every printer. Let us quote it and send descriptive circular.

The Standard Machinery Company
CHAS. E. WHEELER, Gen. Mgr. and Treas.

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UNITED PRINTING MACHINERY COMPANY

A Company organized to manufacture and sell machines and appliances for reducing the cost of production of printing.

AUTOMATIC TYPE MACHINE.

Leased to printers (30 years, $2000), for making their own type from 6 to 36 point bodies; matrices ready for sale or rent for nearly all the standard and popular type faces and borders. The cost of type is about 6c. per lb., plus metal.

DUX FEEDING MACHINE.

The lowest priced feeding machines; effective on long and short runs of all sizes and kinds of paper.

AMERICAN ROLLER WASHING MACHINE.

A machine for washing rollers for cylinder presses. A great economizer in offices running five presses or over.

VICTOR STEEL DIE EMBOSSING PRESS.

Used by the leading steel die printers. Price reduced.

STEEN POWER COMBINATION PUNCH AND EYELET MACHINE.

The only machine that punches and eyelets at one feed. Price reduced.

SPARKS ROUND-HOLE MACHINE.

A small machine, using ⅛h.p., that does the work of five $200 punching machines, and better work.

SPARKS SLOTTING MACHINE.

Cuts slots in loose leaf paper, and card work of all kinds.

SPARKS CRIMPING MACHINE.

Crimps the binding edge of loose leaf papers, completing the operation without pressing.

DUNNING DECKLE EDGING MACHINE.

Puts a deckle edge on any kind or size of paper, after the printing. Cost of deckle edging is nominal.

MALEY IRON REGISTERING BLOCK.

Holds all sizes and shapes of electrotypes, registering them quickly and absolutely.

ELLIS FAC-SIMILE TYPEWRITER RIBBON HOLDER.

A small device ($10.00) for holding a typewriter ribbon on any job press, producing a perfect imitation of typewriter effect from type.

TYMPALYN.

A woven wire blanket filled with rubber, for use on printing press cylinders, resulting in a saving of one-third the time of make-ready.

PRINTING MATERIALS.

Everything of iron, steel, copper brass or wood, used in a printing office, at lowest prices.

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We manufacture the celebrated machinery of Geo. E. Lloyd of Chicago, and Lovejoy & Co., New York.

EVERYTHING FOR STEREOTYPING.

In this we excel. Nearly all the machinery used by Western Newspaper Union, A. N. Kellogg Newspaper and American Press Association, was made in our Geo E. Lloyd factory in Chicago.

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Complete plants, cameras, screens, lenses, etc., and all the machinery.

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CHICAGO: 337 and 339 Dearborn St. (E. C. Williams, Manufacturing Manager. B. O. Henning, Sales Manager.)
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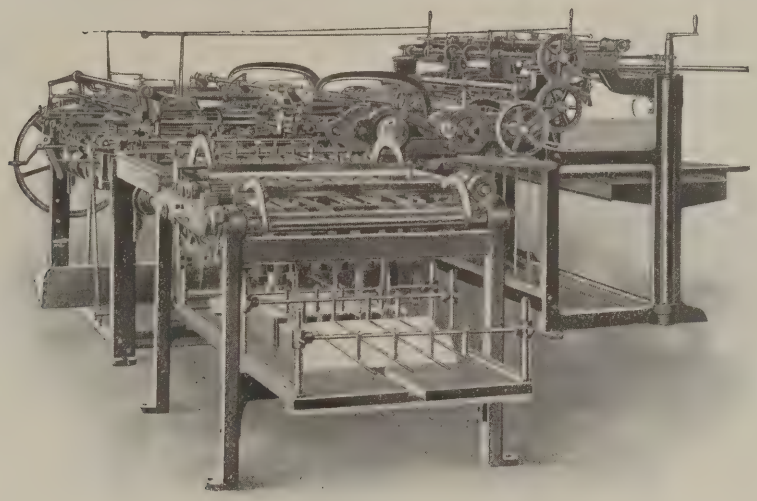
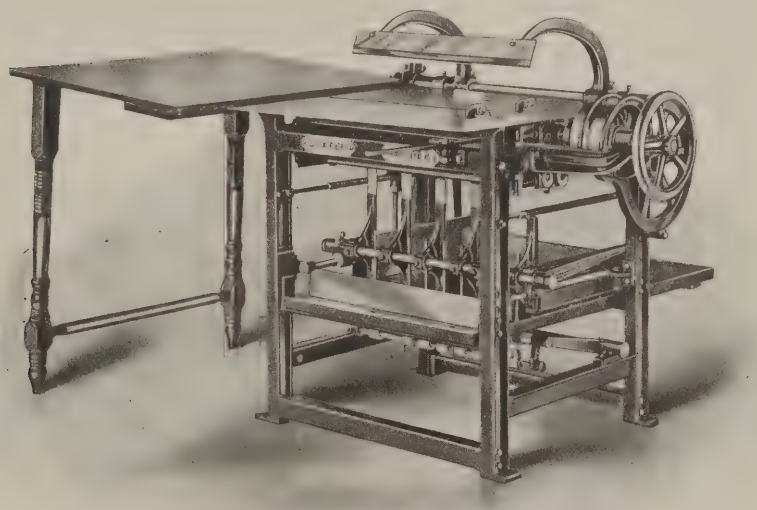
Everything for the Printer, Electrotyper, Stereotyper and Engraver.

Dexter Folders and Feeders



The Dexter Special Double-16 Folder with Parallel Folds.
DEXTER AUTOMATIC FEEDER ATTACHED.



The Dexter Special Single-Fold Folder.

Folders of Every Description *Feeders for Printing Presses*
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MONITOR
Round Hole Perforator

A Satisfactory Perforator

No springing of head, die plate or stripper. Perfect register of needles and die plate. Built in 16 sizes and styles. For foot, belt or with individual motor attached. Automatic feed gauge can be quickly set, works accurate and rapidly.

MONITOR WIRE STITCHERS are fastest—with widest range of work—meets demands of large or small plant.

MONITOR PUNCHING MACHINES for all lines of work.

Catalogue Binders' Machinery on application.

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Within the reach of all. Their luster and brilliancy will emphasize the superiority of your work. Deep and uniform in quality. Adapted to all grades of paper and every character of printing. Money saved is money made, and **Buffalo Inks** save the time and money spent in experimenting with inferior inks.

Buffalo Printing Ink Works
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A Complete Handbook of Modern Newspaper Methods

By EDWIN L. SHUMAN
Author of "Steps into Journalism"
Literary Editor of the Chicago *Record-Herald*

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THIS is the most comprehensive treatise on newspaper work that has thus far appeared. It explains the organization of a newspaper staff, the best way to enter journalism, the usual steps of promotion, the salaries paid, etc. There are practical chapters on how to start and run a country newspaper, and for workers on the country press there are valuable suggestions on how to make connections with large city papers. There is a chapter for the country correspondent.

Mr. Shuman's method in regard to the large journals has been to tell what each department does, and the best methods of doing it. We get a view of the reporter at work, coupled with clear instructions on how to write a news story. The question of how to get a start is answered in regard to every department. For the experienced editor there is much valuable information in the chapters on errors, libels and copyright. There are chapters for artists, ad writers, women and special writers. The book covers the whole field of journalism with a thoroughness never before attempted.

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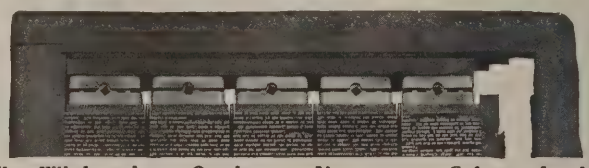
Never Slide, Skew or Spring; Wonderful Power; Hold, positively, against wood, type or iron; Insure Perfect Register and Great Economy of Time.

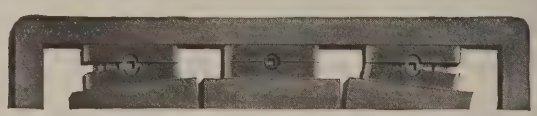


The Wickersham Quoins as Newspaper Column Locks

As they do not slide when expanding, each column can be locked up independently. Thus absolute security, no working up of quads and blanks, and no delay in imposition or on press.

The Morton Lock-Up.—41 Sizes, 3-inch to 26-inch

These Rigid Locks combine Side or Foot Sticks and Quoins in one piece. They include all regular NEWSPAPER side-stick lengths and all BOOK and MAGAZINE measures.



The Wickersham Quoin is the Only Quoin

that conforms to either straight or uneven surfaces and ensures a square lock-up (also positive register) against out-of-true blocks, imperfect furniture, warped chases, etc.

2,000,000 in use, giving entire satisfaction. Printers affirm they repay cost in a few months. Think of $3,000 saving in 5 years on a $200 investment in W. Q. Co. products! See Expansion Locks and price list, also the "Good Opinions of Good Printers and Good Men," in booklet. Send for copy.

Wickersham Quoin Company, Boston, U. S. A.

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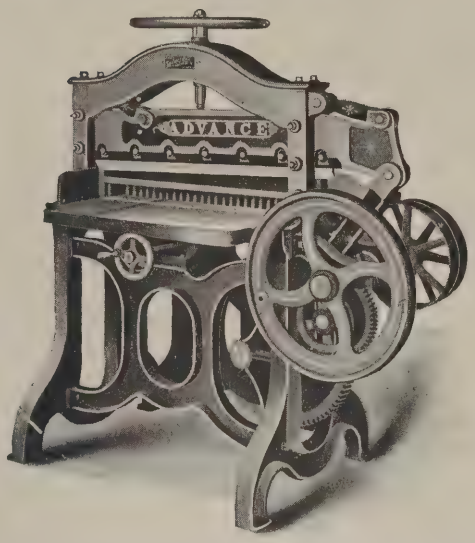
There is a Reason



Why the users of the

Advance Power Paper Cutter

Have next to no Repair Bills to pay.

THE REASON lies in the way this cutter is built, and in the material that is used in its construction. The best iron and steel is used. The large gear wheel is cast from a special grade of iron and the teeth are extra strong. The other gears—three in number—as well as the clutch, are turned and cut from solid steel. This Cutter costs no more than the other kind. You can get full information from your dealer.

Sold by Dealers Everywhere

Manufactured by The CHALLENGE Machinery Co. Grand Haven, Mich.

Salesroom and Warehouse 127-129 Market St., Chicago

DO WE SELL KEYSTONE TYPE?

Well we should say we did

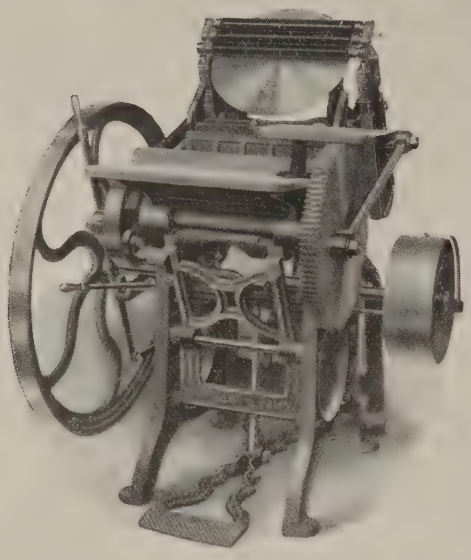
More Keystone is used by Up-to-Date Advertisers than any other make. It always fits the spot. New Faces are coming out all the time and they are making the other people sit up and take notice.

Prompt Service is given by their Western Agents

CHAMPLIN & SMITH

121 PLYMOUTH COURT, CHICAGO, ILL.

Across the Sea



Comes the expression which is echoed by other dealers in Chandler & Price products:

"We may say that your line of machinery has been handled by us with the most complete satisfaction we have ever experienced in dealing with Printing Machinery. We never receive any but the highest testimonials from all purchasers of your Gordon Machine and it is most satisfactory to us to deal in a line about which we can give such a report."

Thousands of friends have been won for Chandler & Price machinery because the rule, "It is better to detect than to have to correct," has been followed in the making of each machine. *The factory inspection is most rigid, and neither new nor standard designs are left with defects to be disclosed by the printer.*

THE CHANDLER & PRICE COMPANY

Manufacturers of High Grade Printing Machinery. Cleveland, Ohio, U. S. A.

F. A. RINGLER CO.

HIGHEST AWARD RECEIVED AT THE WORLD'S COLUMBIAN EXPOSITION

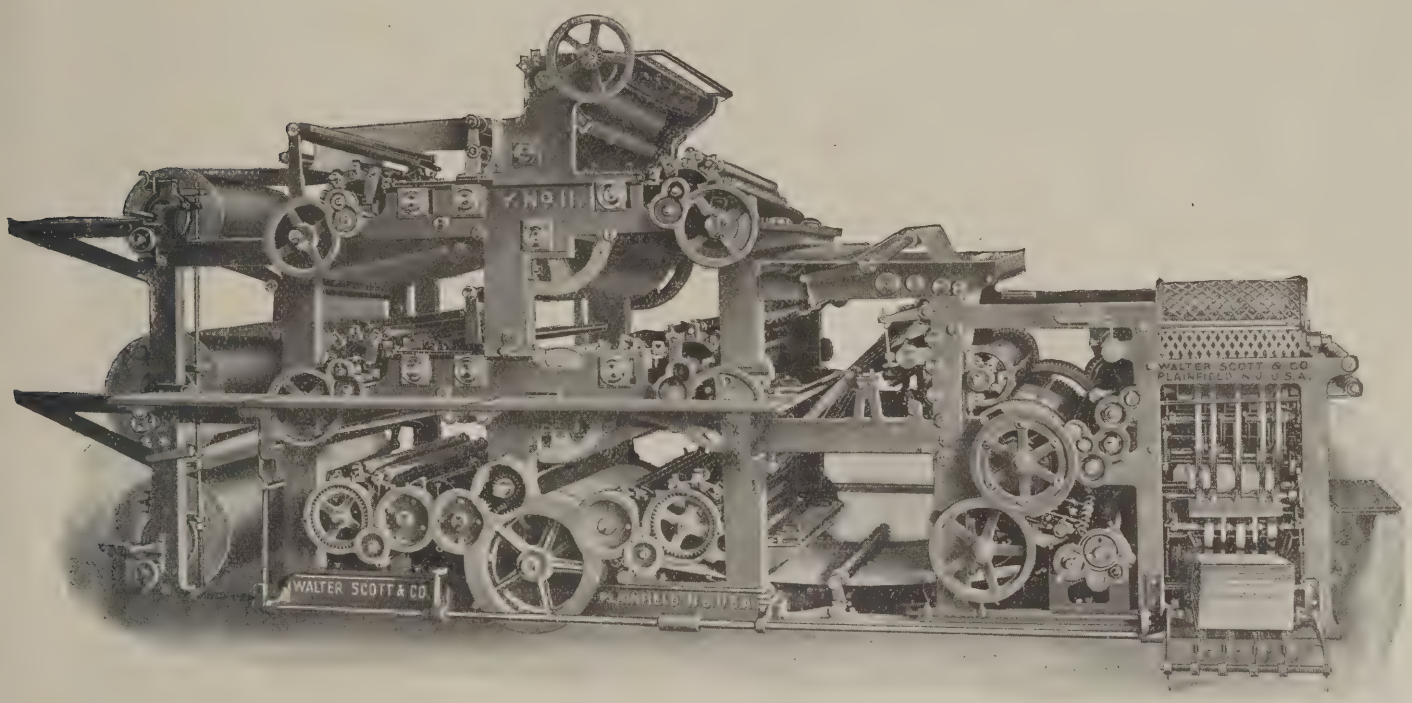
26 & 28 PARK PLACE TO 21 & 23 BARCLAY ST.

ELECTROTYPERS, AND PHOTO-PROCESS ENGRAVERS.

TRADE MARK. REGISTERED

NEW YORK.

The Scott Three-Tiered Straight-Run Printing and Folding Machine



THIS MACHINE WILL PRODUCE 4, 6, 8, 10 or 12 page papers at a running speed of 26,000 per hour, delivering the papers pasted, folded to half-page size, and counted in fifties.

IT IS THE ONLY THREE-TIERED PRESS

two pages wide that will produce 14, 16, 18, 20 or 24 pages with all pages inserted before folding at a speed of 13,000 per hour.

THE ILLUSTRATION SHOWS cylinders for printing an extra color on the outside of the upper web.

SEND TO NEAREST OFFICE for descriptive circular of this and our other web presses.

We also manufacture One and Two Color Lithographic, Rotary, Aluminum, Drum-Cylinder, Two-Revolution, Stop-Cylinder, Flat-Bed Perfecting, All-Size Rotary Web, Rotary Color Presses, and one, two, three or four tiered Newspaper Machines.

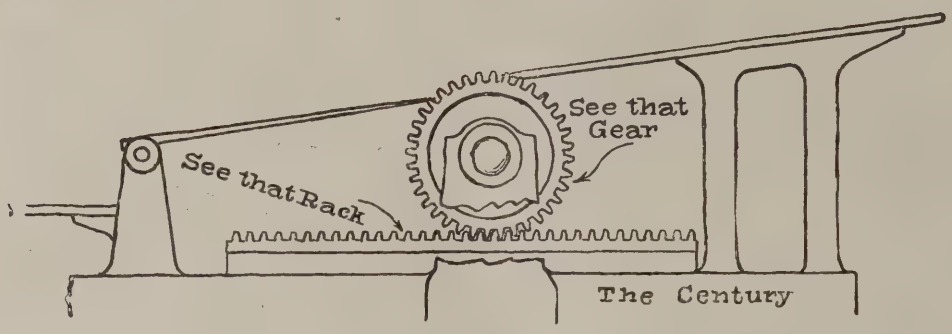
New York Office: 41 Park Row.
Chicago Office: 321 Dearborn Street.
St. Louis Office: 319 N. 4th Street.
Boston Office: 7 Water Street.

WALTER SCOTT & CO.

Cable Address:
WALTSCOTT, New York.

PLAINFIELD, N. J., U. S. A.

The CENTURY



FRICTION, ROSIN AND PROFANITY

could be entirely dispensed with in operating your presses, did they possess *Immovable Continuous Register Racks and Gears* locking bed and cylinder together throughout the entire printing stroke.

When properly made-ready and printed on a press mechanically accurate between bed and cylinder, a cut cannot fail to register with its overlay—nor can a slur—that bane of the pressman—creep into the tail of the form.

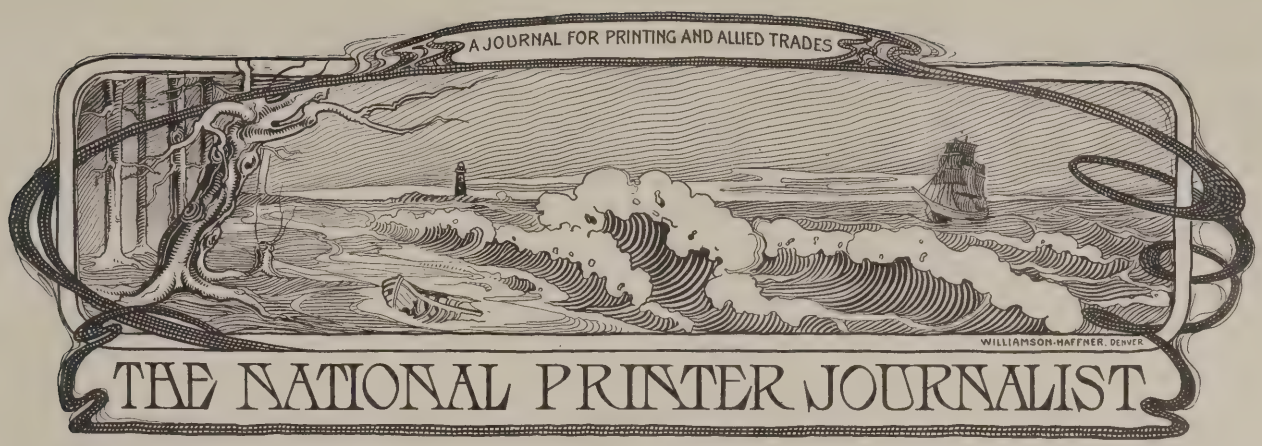
No press can be mechanically accurate between the bed and cylinder, unless the bed and cylinder are locked together by rack and gear throughout the entire printing stroke.

The CENTURY is the only press not dependent upon the time losers *"Friction, Rosin and Profanity"* to produce accurate work between bed and cylinder.

THE CAMPBELL COMPANY

HENRY A. WISE WOOD, President

334 Dearborn St., CHICAGO 1 Madison Ave., NEW YORK



THE NATIONAL PRINTER JOURNALIST

Volume Twenty-two | Chicago, November, 1905 | Number Eleven

EDITORIAL NOTES AND POINTS.

REMEMBER that quality of circulation, as against quantity, is coming, more and more, to be recognized by intelligent advertisers. The paper that reaches, and is welcomed, with affection and read with interest, by the thoughtful, industrious and enterprising, by the most thrifty and progressive people, or in the best homes; that is believed in and respected for its reliability and its entertaining, instructive, helpful matter, is worth a hundredfold more to advertisers than is the paper that is wanting in these qualities. The trivial, dull or sensational publication appeals only to the weak, the non-progressive, the trifling, the dissipated or the immoral, among whom are to be found very few profitable buyers of manufactures, machinery, improved appliances or articles of real value.

* * *

The editor to his community should be like the true painter to his subject, as nobly told by the poet Tennyson:

"As when a painter poring on a face,
Divinely thro' all hindrance finds the man
Behind it, and so paints him that his face,
The shape and color of a mind and life,
Lives for his children, ever at its best."

The editor should see all the best possibilities of his city, county or State and so print these as to be ever an inspiration, a pleasure and incentive for greater efforts and noblest deeds to all the inhabitants. There is always more that is good and ennobling in every community than there is of evil and debasing. The one who is able to discern the good, the true and the beautiful, by portraying of these, wins much more of even business success than he who sees and prints what leads to demoralization and neglect instead of that which gives joy and hope; which encourages and ennobles. Show your community or city "ever at its best," and it will grow better still.

* * *

It has been the tendency to exaggerate the functions of government, to overextol public offices and office holders as of supreme importance, power and worthiness. The fact is that governments and government officials have but little power to advance the prosperity of a people, to add to their happiness or even personal security. Oliver Goldsmith showed himself no less a philosopher than a poet, when he wrote:

"How small of all that human hearts endure,
That part which laws or kings can cause or cure;
Still to ourselves in every place consigned,
Our own felicity we make or find."

It is the right and duty of a free press in a free country to aid in every way possible the cause of good and efficient government, and to insist on a proper, loyal and honest administration of its affairs by its paid servants, the office holders, to whom no more consideration or honor is due than men in any one of the other more successful callings of life. The wrong is in constantly looking to, or teaching others to look to, the government for favors or positions instead of enforcing the ideas of self-reliance, independence and the making of one's own career in business or in some useful pursuit, trade or profession, as containing the greater promise of real honor, contentment, usefulness and permanent success.

* * *

In writing under the caption of "Diplomacy and Journalism" in *Harper's Weekly*, Robert Martin Larner gives some very interesting and instructive facts with regard to the late Secretary Hay's attitude toward newspaper correspondents. He gives as the creed of Mr. Hay, "Honor and patriotism should be twin brothers in diplomacy and journalism." Honor and patriotism include very many essentials, such as truthfulness, accuracy, candor, kindliness, discretion, impartiality, high principles as regards all confidences and the carefully guarding the same; a controlling sense of duty and loyalty to principle and of all that is for the country's weal.

* * *

"Ask and ye shall receive. Seek and ye shall find." Nothing comes, not even religion, in this world without asking and seeking. As in grace, no less in business—and grace often depends in a very practical way on some measure of business success—the thing desired comes only from asking and seeking. One must know and advertise his wants before he can expect these wants to be supplied. There is no dishonor in this asking and seeking. The way to get advertising is to ask for it, and this asking is itself legitimate advertising. It might be very pleasant if in this world people would seek us and ask for our

goods or for our services, but such is not the law or rule of human nature.

* * *

Paul says that all scriptures or writings are by inspiration. When a man puts his pen or pencil to paper to write news, arguments, theories, criticisms or the thoughts coming therefrom, he should be inspired with the fervor of a love for the work, for the truth and for his fellowmen, and with a burning feeling of responsibility and intelligent zeal for the right exercise of the power and the improvement of the opportunity.

The soul should break her slumber and thought be quickened and awake. The newspaper writer or editor who speaks to the people every day or every week in their homes and in their places of employment has an opportunity for influence that is not elsewhere equaled

"In the world's broad field of battle"

and he certainly should be an inspiring hero to his readers.

* * *

To attract attention, to awaken interest, to inform, to convince, to persuade, to win and to cause people to act are the elements of good advertising.

* * *

We talk a good deal about the sinking the individual in newspaper work yet it is human heart and personality back of the press that wins every time. Personality secures the entree that makes possible every step in business.

* * *

Advertising is cumulative. To quit advertising is to throw away all that has been previously invested therein. It is the letting go, the ceasing to ask or to seek that bring ultimate failure .

* * *

The buyer is the best judge of the efficiency of advertising, and advertising should be viewed from the standpoint of the prospective customer whose patronage it is sought to win. Put yourself in his place and then tell that in which he would be most interested and by which he would be instructed and influenced through knowing or being told.

* * *

When the interest in your paper lags and subscribers drop off, act on the plan of the famous divine who when asked by a country preacher what to do when his congregation went to sleep, replied, "Wake up the preacher." Wake up the editor and the whole force.

* * *

The *Inland Empire* of Moore, Montana, starts its No. 1, Vol. 1, "with the hope that it may be the means of assisting in the advancement of the varied industries of its section of Montana." It is to be devoted to the moral, social and material welfare of its locality and county. The very excellent platform proclaimed by Geo. H. Beasley, Business Manager, and Butte H. Tipton, Editor, is worthy of general adoption:

"In our news department we will endeavor to give all the news that is true and fair and kind, pursuing to the best of our ability the motto of doing by others as we would be done by, believing that a newspaper should stand in the light of a peacemaker rather than as an agency for turmoil and strife, unjust and bitter criticism, personal enmity and spite.

"We are not straining for elusive plums that hang high up on the tree of politics. This is a newspaper 'with a mission and without a muzzle.' All we ask is a 'clear field and no favors.'"

* * *

We have had frequent occasion to speak of the excellent newspaper work and of the conspicuous success of Frank H. Hall, of Joliet, Ill. The inevitable has come. He has been promoted to the position of business manager of the Dayton, Ohio, *Journal,* and has moved with his family to that prosperous Ohio city. Illinois loses and Ohio gains an able newspaper man, a royal, kind-hearted gentleman and a patriotic loyal citizen. The Joliet Daily *Republican* says of him:

"Mr. Hall, during his long residence in Joliet, has made a host of friends, in both business and social circles, and they will all wish him the greatest possible success in his new field. He is a thoroughly capable newspaper man, from the business-office standpoint, and the *Journal* is to be congratulated on securing his valuable services. He is joining the forces of one of the oldest papers in his newly-adopted home and his friends may be assured that he will 'make good.'"

* * *

Many members of the National Editorial Association will regret to know that the genial C. B. McCoy, of the Coshocton, Ohio, *Daily Age,* is to be lost to the newspaper calling. As an earnest working member, and as a friend, comrade and associate at the annual conventions, few have won a larger place in the respect and high esteem of the editors than has Mr. McCoy. He has been always genially devoted to the interests of the calling and to all worthy members thereof, and it has taken no small inducement to cause him to arrange to give up, on January 1st, 1906, his newspaper work. In a little over thirteen years, Mr. McCoy has built up one of the most progressive and prosperous newspapers in the United States for a town of the size of Coshocton, but, in the meantime, he had also become interested as a stockholder in the Meek Advertising Specialty Company, that is now the largest company in the world engaged in the manufacture of advertising specialties and lithograph signs, and that has still the prospect of greater growth and increasing usefulness in the future. He makes the change to accept an important and lucrative position in the executive management of this company. The proposition was so tempting that it could not, in justice to himself, be turned down, though its acceptance requires that he retire not only from the newspaper, but from the postmastership and the chairmanship of the County Executive Committee. He finds the hardest pull at his heart strings in giving up the newspaper work and severing himself from the fond associations enjoyed in fraternizing with editors in the State and National associations. We prophesy that he will return to the calling after he has made a fortune.

As a point to this note, a word with regard to this matter of the manufacture of advertising specialties. We understand that the Meek Co. first had its origin, some sixteen years ago, in a successful effort to keep an ideal job press in a newspaper and job office profitably employed. The plan succeeded to such an extent that the factories now occupy a floor space of six acres and employ six hundred operatives.

Mr. Meek, in a very few years, had to give up his newspaper work for this vastly more profitable and extensive part of his business. Not every owner of a paper and print shop can reap so signal a success, but, in every community, a profitable demand can be

found for well gotten up advertising matter or specialties, and every printer should avail himself of this opportunity to keep his presses profitably employed. The manufacture of something that is salable opens the way for securing liberal profits. The manufacturing printer is not compelled to rely entirely on bidding for work against competitors. It is good business to turn out something for sale for which a demand can be found.

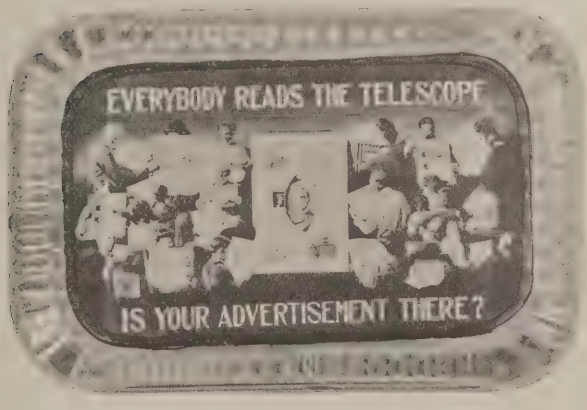
* * *

The name of J. E. Junkin, of Kansas, First Vice-President of the National Editorial Association, is being mentioned by the newspapers in connection with the office of Governor of his State. Well, why not? Newspaper men have proved to be the very best of governors. Their calling fits them to understand the wants of the people and puts them in touch with all public institutions. The papers say that Mr. Junkin is not an active candidate for the place and will probably have to be drafted, though he would no doubt stand the draft in case of a "free-for-all" contest, though he would not permit his name to stand out alone against Governor Hoch, who is also a newspaper man. Only one thing is presented in the papers against Mr. Junkin's candidacy, and that is his popularity and usefulness as an officer of his State Press Association. The Kansas City *Journal,* under the caption "Can't Be Spared," says:

"Some of the country editors are knocking on the J. E. Junkin gubernatorial boom. If Junkin were governor, what would the editorial association do without him to arrange excursions?"

* * *

This office acknowledges the receipt of a handsome



Ingenious Paper Weight, Showing Home People Reading the Paper.

souvenir paper weight from A. R. Miller, of the Belleville (Kansas) *Telescope.* It presents such convincing advertising features that we show herewith a halftone reproduction of the same. It is handsome and unique and makes a very pleasing and useful ornament for the table. It is good advertising. The *Telescope* can be rated among the first class local dailies of the country. Its local news and neighborhood news are given the attention and space deserved, the other departments are properly handled, and the paper is ably edited. The only criticism we have is the admitting an advertisement on the first page, and the lack of systematic arrangement of ads. It is only a 4-inch, double-column baking powder advertisement, in the upper right-hand corner of the initial page, but it mars the otherwise very attractive page. A four-page circular, printed on rose-tinted paper, inclosed in a letter from the *Telescope,* advertises the paper in an effective way by giving quotations of the good and well-deserved compliments paid it by different newspapers throughout the State. It is gratifying to have a paper concerning which State contemporaries are constrained voluntarily to publish such complimentary opinions. The *Telescope* is in its thirty-fourth year and the Kansas City *Journal* gives the following interesting item joined to a compliment:

The Belleville *Telescope* prints a list of 278 subscribers who have read that paper continuously for thirty years. A country newspaper that can hold that many subscribers that long certainly must give all the news all the time.

Here is an item from the *Telescope,* that we have not seen elsewhere, that tempts quoting, although hardly coming under the matters in hand:

According to an exchange, the man who went out to milk and sat down on a boulder in the middle of the pasture and waited for the cow to back up, was a brother of the man who kept a store and wouldn't advertise because he reasoned that the purchasing public would back up to his place of business when it wanted something.

* * *

THE MARION LEADER

MARION, INDIANA

Only Newspaper in Marion that has No Press Room Secrets

PASS

Mr. Editor National Printer-Journalist

To the Leader Press Room, where employees are instructed to answer all questions and extend every facility for enabling the bearer to ascertain for himself the actual circulation of the Marion Daily Leader.

Signed Harold Van Trump Mgr.

NOTE: The Leader's city edition goes to press at 3.45 p. m.

GOOD ANY TIME

ESTABLISHING CIRCULATION.

(See Page 720 October Number.)

* * *

We have received an especially artistic and handsomely illustrated pamphlet describing the Culver Military Academy of Indiana, to be visited by the members of the National Editorial Association on the itenerary following the coming convention at Indianapolis. The location of the school is evidently one of Earth's beauty spots and the beauties of forest and stream, of land and lake, have been enhanced by the work of the landscape gardener, the architect and the builder. Everything indicates the cultivation of order, manliness and a taste for the beautiful in nature and art. The illustrations, showing the students at drill or on parade, indicate all that can be obtained, by military discipline and training, in noble bearing, dignified, manly carriage and appearance. The curriculum of study is broad and embraces all the branches of a practical, liberal education. Both the mind and body are symmetrically developed and principles of moral heroism inculcated. Gymnastics find a proper place and include rowing, cricket, baseball and other outdoor sports. The military course includes rough riding, as a preliminary to cavalry drill, infantry training, gun drill as artillery, and field engineering. In addition to all these, they go through a course of instruction in naval duties afloat on the lake during summer months.

A writer in the London, England, *Graphic* says of the boys, whose drills he witnessed:

"As rough riders they are able to acquit themselves like men, and their cavalry drill is marked by a precision which even British troopers would approve. At field-engineering and the construction of bridges they

labor like sappers, bearing with cheerfulness burdens that seem all too heavy for their lithe forms."

We hope to say something more later on, of this school and its model instructive features and to illustrate the many attractions. The institution will well repay a visit by the editors.

* * *

System, that magazine par excellence for the man of affairs, prints on the initial page of its October issue in Great Primer text, the following important truisms as to self-confidence, which is but another name for a well-founded, unwavering faith:

A faint heart never won fair dividends; and the man who does not believe he *can* do—seldom *does.*

Self-confidence is the general manager—the pusher—the director of the master mind. It decides that the thing can be done—and spurs, drives, inspires the man to do it.

It is the breeder of courage; the foundation of resolve; the stimulator of energy and genius.

It revels in competition; sneers at gibes; pooh-poohs the unsurmountable; gives the weak the strength to oppose the strong, the one-man business the COURAGE and determination to outclass the giant corporation.

"Impossible?—There is no such word in the dictionary!" That's self-confidence and almost—SUCCESS.

* * *

Simplicity, boldness and clearness are three essentials in ad composition. Do not mix different faces or styles of type in an advertisement. Do not use ornamental faces that are difficult to read. An advertisement is simply a news story about goods so told as to carry conviction of its truthfulness and to win assent and lead to action. It is important, on account of its business winning power, and hence demands display. The beauty is to be secured by artistic and harmonious arrangement and the use of borders and of appropriate and attractive illustrations. The use of borders is to cause the matter to stand out bolder and clearer and the use of the illustrations is to convey the central idea at a glance as well as to attract and hold interested attention. There must be nothing that tends to obscure the text or to make the advertising statements secondary or difficult to read. We once heard Christine Nilsson sing "Home, Sweet Home," and every word came out as clear to the ear as do apples of gold in pitchers of silver to the eye. So, in advertising, let every word stand out clear, round, full and beautiful. There is no less of harmony or beauty in this no more than there is any less of sweetness of harmony in music when every word is clearly enunciated. Whatever may be said of operatic music with the entirely lost words in bringing out the high notes, anything similar to difficult operatic singing has no place in an advertisement. Avoid difficult type gymnastics, over ornamentation, rule twisting, black art or sleight-of-hand performances in your advertising position. You want to get right down into the understanding and the sympathy, the confidence and the very heart of readers. This cannot be accomplished by difficult type and rule performances that are neither understood nor appreciated and that tend to veil the text.

* * *

In the December issue of the NATIONAL PRINTER-JOURNALIST Addison B. Burke, of the Philadelphia *North American,* will give the last of his series of instructive and entertaining articles on the 1905 journeyings of the National Editorial Association. This month Mr. Burke takes us from Los Angeles to Portland and next month he will describe the return trip. This has been a work of love on his part for which the editor and readers of the NATIONAL PRINTER-JOURNALIST are sincerely grateful. Our heart has burned within us, as we have read his account, and the accounts, in their own papers, given by other members of the party. From start to finish the editors found no end of entertaining subjects of which to treat and facts to record that have proved not only increasingly engaging, but vastly educative, to their readers in every part of the United States. This has ever proved true of editorial stories of travel "in this" (as Mr. Woodruff of the Litchfield, Conn., *Enquirer,* states it) "greatest nation, inhabited by the finest people that the world has ever known."

It required no little self-sacrifice on our part even with the pleasant duty before us of getting out the July issue of the NATIONAL PRINTER-JOURNALIST, continuing the proceedings and papers of the extremely useful and successful convention at Guthrie—to deny ourself the pleasure of this trip and the comradeship that it promised and afforded those who went. The regrets that we felt were heightened by the fact that it had been our part to be at Portland and to take part with the early movers in the enterprise for holding the Lewis and Clark Centennial Exposition.

This has passed and our pleasure has been almost as great in reading of the delights enjoyed by others during the unequaled itinerary and in contemplating the splendid success enjoyed by the people of Portland, of Oregon and of the whole Pacific Coast, in this exposition that not only did a work for patriotism by the celebrating so grand and far-reaching an event, but in calling the attention to, and informing hundreds of thousands, in a most impressive and practical way, of the grandeur, magnificent extent, unsurpassed beauties and boundless resources and possibilities of the Pacific States. The accounts given by the members of the National Editorial Association to millions of readers will help all this as well as bringing all the people of the States to a better understanding, and to have an affection that binds and cements, for the great West that has been too little known and not half appreciated. But these points are not what we started to mention. We had only thought to again, as often heretofore, call attention to the importance to readers of these accounts of travel in their own country, given by an editor to the readers of the home paper. That this is pretty well understood by those who have taken part in these annual excursions is evidenced by the fact that the editors who enjoyed this last journey are still telling the story to interested readers who are asking for more, though the travel ended on July 4, or nearly four months ago. Mr. Woodruff, of Connecticut, has sent copies of his paper up to Oct. 12, each containing an installment of two columns or so of the story as to what was seen, enjoyed and learned, and yet has only reached, in his account, a partial outline of the wonders and experiences at Los Angeles. What he said in the introduction of his first article leads to the writing of this "editorial note."

It was as follows:

Since his return the editor has been asked, among others, two classes of questions. One is, "I suppose now the *Enquirer* will have all about your trip for the next six months?" The other, "How soon are you going to tell us all that you have seen and done and don't cut it short."

In the twenty years since the editors commenced touring this land, the universal testimony has been that next to home news the accounts of travel by the

CATCHING THE NEWS

How the Associated Press, Which Serves This Paper, Covers the News Field and Informs Many Millions of Readers of the Doings of All Countries.

INTERESTING STORY OF WORK

News Readers Informed of the Agencies Through Which a Panoramic View of the Happenings of the World is Provided—A Description of the Workings of the Greatest News Gathering Association in the World—The Division of the Work and How All That Human Knowledge, Pluck and Perseverance Can Accomplish is Brought to Bear to Supply the Demand.

THE MANSFIELD NEWS, SATURDAY, SEPTEMBER 9, 1905.

Be accustomed have the people of the world become to picking up their daily newspaper, expecting, of course, to find the happenings from every corner of the earth set forth, that few stop to realize what tireless effort from thousands of brilliant writers, what ceaseless energy and what magnificent organization it takes to produce it all. But how the world would pause if some great world event should happen and the newspapers of the country, for once, should fail to cover it.

In the Century magazine for April, May, June, July and August, Melville E. Stone, manager of the Associated Press, the greatest news gathering agency the world has ever known, tells in a most entertaining manner what the Associated Press is and does. The following interesting extracts are taken by special permission from Mr. Stone's Century magazine article.

THE ASSOCIATED PRESS.

"As its name indicates, the Associated Press is an organization of newspapers for the purpose of gathering news on joint account. It is purely mutual in its character, and in this respect is unique. It issues no stock, makes no profit and declares no dividends. It does not sell news to any one. It is a clearing house for the interchange of news among its members only. Its membership consists of 700 newspapers published in the United States, each of which contributes to the common budget all news of national interest originating in its vicinity, pays a weekly assessment representing its share of the general expense of conducting the business and has its vote in the election of the management.

The annual budget is divided thus: Salaries—executive, editors, correspondents, operators, messengers, etc., $1,-631,000; leased wires and telegraph tolls on outgoing matter, specials, etc., $152,000; foreign cables, $182,000; contracts with foreign agencies, $15,900; general expenses, including rents, telephones, typewriters, legal expenses, etc., $174,000; total, $2,258,000. To meet this, each member is assessed a sum which is paid weekly in advance.

The association is several times greater in magnitude and in the importance of the work than any other institution for distributing news. It serves, for instance, all but six of the morning daily newspapers of the country which take telegraph service. Its wide is the influence exerted by this service in a land where readers demand the facts only and form their own judgment, no one may estimate. The association certainly plays a most important part in our national life. Yet, if one may judge from inquiries that come to the general office, it is little understood either by editors or readers.

HOW OFFICERED.

Annually the members gather in convention in New York and elect a board of directors of fifteen members. By common consent the members of this board are chosen from different parts of the country so that each important division is represented. They are trained newspaper men who bring to the discharge of their duties an intimate knowledge of the business and a high sense of responsibility. The present roster of officers is as follows: Frank B. Noyes, Chicago Record-Herald, president; Charles H. Taylor, Boston Globe; first vice president, M. H. Cabanias, Augusta (Ga.) Chronicle, second vice president, Melville Stone, secretary and general manager; Valentine P. Snyder, treasurer. The directors are: Whitelaw Reid, New York Tribune; Clark Howell, Atlanta Constitution; W. L. McLean, Philadelphia Bulletin; Albert J. Barr, Pittsburg Post, George Thompson, St. Paul Dispatch; Victor F. Lawson, Chicago Daily News; Charles W. Knapp, St. Louis Republic; Harvey W. Scott, Portland Oregonian; Frank B. Noyes, Chicago Record-Herald; Thomas G. Rapier, New Orleans Picayune; Herman Ridder, New York Staats-Zeitung; M. H. de Young, San Francisco Chronicle; Charles H. Grasty, Baltimore Evening News; A. F. Lindsley, Springfield, Mass., Union; W. R. Nelson, Kansas City Star.

DIVISION OF FOREIGN FIELD.

The world at large is divided for the purpose of news gathering among four great agencies. The Reuter Telegram company Ltd., of London, gathers and distributes news in Great Britain and all her colonies, China, Japan and Egypt. The Continental Telegraphen company of Berlin, popularly known as the Wolff agency, perform a like office in the Teutonic, Slav and Scandinavian countries; and the Agence Havas of Paris operates in the Latin nations. The field of the Associated Press includes the United States, the Hawaiian islands, the Philippines and Central America as well as the islands of the Caribbean sea. Each of these agencies has a representative in the offices of the others. Thus the Associated Press bureau in London adjoins the Reuter office. The telegrams to the Reuter company are written on manifold sheets by the telegraph and cable companies and copies are served simultaneously to the Associated Press bureau, the Wolff representative, the Havas men and the Reuter people. A like arrangement obtains in Paris, Berlin and New York, so that in each of those cities the whole panorama of the day's happenings passes under the eyes of the representatives of each of the four agencies.

But the scheme is much more elaborate than even this arrangement would indicate. Operating as a tributary to the great agencies are a host of minor agencies—virtually one such smaller agency for each of the nations of importance. Thus in Italy the Stefani agency, with headquarters in Rome, gathers and distributes the news of Italy. It is the official agency, and to it the authorities give exclusively all governmental information. It is controlled by the Italians, but a large minority of its shares are owned by the Havas people of Paris, and it operates in close alliance with the latter organization.

But the Associated Press is not content to depend wholly upon these official agencies. It maintains its own bureaus in all the important capitals and reports the more important events by its own men who are Americans and familiar with American newspaper methods. These foreign representatives are drawn from the ablest men in the service and the offices they fill are obviously of great responsibility. They must be qualified by long training in the journalistic profession, by familiarity with a number of languages and by a presence and bearing which will enable them to mingle map of the highest station in the countries to which they are accredited.

EXCHANGE OF DOMESTIC NEWS.

Such are the means used for gathering foreign news. For the exchange of domestic news the methods are not very different. Each of the 700 newspapers whose proprietors are members of the association, is obliged to give the representative of the Associated Press free access to its news as soon as received. Many times a day the Associated Press man calls at every newspaper office in the large cities and is given the latest local news. If it is sufficiently important, he instantly puts it upon the leased wires, and in a few seconds it is in the hands of hundreds of telegraph editors throughout the country.

THE TELEGRAPHIC CODE.

Three of these leased wires are operated between New York and Chicago at night and two by day. The telegraph operators use men of exceptional skill and receive higher salaries than are paid by telegraph or railroad companies. To expedite their work, they use automatic sending machines, which greatly exceed hand transmission in speed and employ a system of abbreviations which can be sent with surprising rapidity. The receiving operators take the letters by sound and write them upon a typewriter, and since no one is able to manipulate a Morse key as swiftly as he can operate a typewriter, there is a constant effort to hasten the sending in order to keep pace with the ability of the receiver. The following example will illustrate the system of abbreviation. A message is sent thus:

t scotus tdy dcdd 5 pw f potus
ds n xtd to t pips, ogt all pst
cgst xgn q sj is uxl.

And it is rendered thus by the receiving operator:

"The supreme court of the United States today decided that the power of the president of the United States does not extend to the Philippines, on the ground that all past congressional legislation on the subject is unconstitutional."

A bulletin wire connects the Associated Press office with every evening newspaper in New York and the bulletins are flashed over it by operators of the highest skill in emergencies. When the result of a great race arrives the receiving operator shouts the news through a megaphone and every sending operator in the room flashes it over his circuit.

EMERGENCY EXPEDIENTS.

A storm is a serious thing, and there are often interesting. During the great blizzard of 1888, in which Senator Roscoe Conkling lost his life, all communication was cut off between New York and Boston, and messages were sent from New York by cable to London, thence back to Canso on the Nova Scotia coast, and from Canso to Boston. In 1902 every wire between Boston and Philadelphia went down and then special messengers were sent by train with the Associated Press telegrams. Last winter the wires between New York and Utica were swept away along the Hudson river. Then messages were transmitted by way of Baltimore to Chicago and back to Utica by way of Buffalo.

Thus, with its alliances with the great foreign agencies covering every point of the habitable globe, with its own American representatives in every important foreign city, with special commissioners to report events of great moment, with the correspondents and reporters of virtually all of the newspapers of the world laid under contribution, and with official recognition in a number of countries, the Associated Press is able to comb the earth for every happening of interest and to present it to the newspaper reader with almost incredible speed.

THE MARTINIQUE DISASTER.

An illustration of how the machinery of the Associated Press works may be gathered from what Manager Melville Stone says in his Century article concerning the Martinique disaster:

"On the night of May 3, 1902, a brief telegram from St. Thomas, Danish West Indies, reported that Mont Pelee, the volcano on the island of Martinique, was in eruption, and that the town of St. Pierre was enveloped in a fog and covered with ashes an inch deep. Cable communication was cut off. The following morning I set about securing the facts. We had two correspondents on the island, one at St. Pierre and the other at Fort de France, nine miles away, but clearly neither of these could be reached.

Fortunately, investigation disclosed that an old friend, a talented newspaper man, was the United States consul at Guadeloupe, an island only twelve hours distant. I instantly appealed to the state department at Washington to give him a leave of absence, and, when this was granted, I cabled him to charter a boat and go to St. Pierre at once, and secure and transmit an adequate report. The Associated Press men at St. Vincent, St. Thomas, Porto Rico, Barbados, Trinidad and St. Lucia were instructed to hurry forward any information that might reach them and to endeavor to get to Martinique by any available means. St. Thomas alone was able to respond with a short telegram, three days later, announcing the destruction of the Martinique sugar factories, which were only two miles distant from St. Pierre. The dispatch also reported the loss of one hundred and fifty lives and the existence of a panic at St. Pierre because of the condition of the volcano, which was now in full eruption and threatening everything on the island. Mr. Ayme, the consul at Guadeloupe, found difficulty in chartering a boat, but finally succeeded, and, after a thrilling and dangerous night run through a thick cloud of falling ashes and cinders, arrived before the illfated city. The appalling character of the catastrophe was then disclosed. Thirty thousand people, the population of the town, had been buried under a mass of hot ashes; one single human being had escaped. It was enough to make the stoutest heart grow faint.

But Ayme was a trained reporter, insured by long experience to trying scenes; and he set to work promptly to meet the responsibility which had been laid upon him. Our St. Pierre man had gone to his death on the common pyre, but Mr. Ivanes, the Associated Press correspondent at Fort de France, survived. With him Mr. Ayme joined effort and with great courage and at serious risk, they went over the blazing field and gathered the gruesome details of the disaster. Then Mr. Ayme wrote his story, returned to the cable station at Guadeloupe, and sent it. It was a splendid piece of work, worthy of the younger Pliny, whose story of the calamity at Pompeii has come down to us through two thousand years. It filled a page of the American newspapers on the morning of May 11, and was telegraphed to Europe. It was the first adequate account given to the world.

Mr. Ayme returned to Martinique and spent three weeks in further investigation, leaving his post of duty only when the last shred of information had been obtained and transmitted. As a result of his terrible experience, his health was impaired, and although he was given a prolonged leave of absence, he has never recovered. It cost the Associated Press over $30,000 to report this event.

THE POPE'S DEATH.

Again, when the eyes of the world were turned toward Rome watching with anxiety the last illness of the pope, it was the Associated Press that flashed around the earth the first news

To meet the emergency, we arranged a code message to be sent by all subscribers, which should be addressed, not to the Associated Press, but to the general manager in person, and should read: "Number of missing bond —, (signed) Montefiore." This bore on its face no reference to the death of the pontiff, and would be transmitted. The blank was to be filed with the hour and moment of the pope's death, reversed. That is, if he died at 2:58, the message would read: "Melstone, New York. Number of missing bond, 852, (signed) Montefiore." The object of reversing the figures was, of course, to prevent a guess that it was a description in order to convey the news. If the hour had been properly written, they might have suspected the purport of the message.

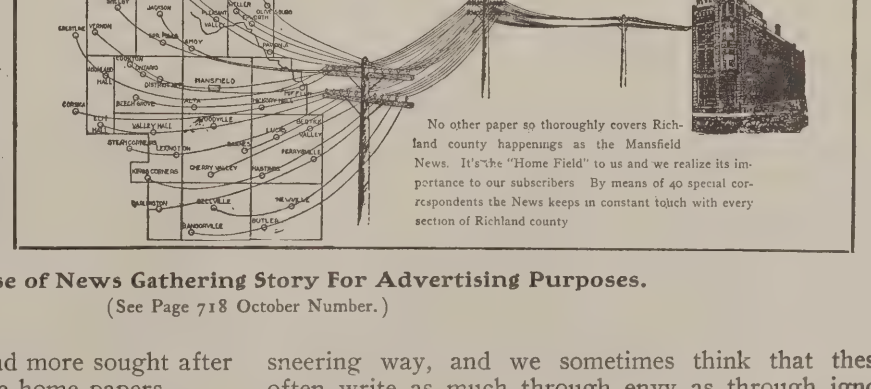
When, finally, the pope died, although his bed was completely surrounded by burning candles, an attendant hurried from the room into an anteroom and called for a candle to pass before the lips of the dying man, to determine whether he still breathed. This was a signal for another attache, who stepped to the telephone and announced to our correspondent, two miles away, that the pope was dead. Unfortunately, the hour of his death was four minutes past four, so that which ever way it was written, whether directly or reverse, it was 404.

Nevertheless, the figures were inserted in the blank in the bulletin which had been prepared, it was filed with the telegraph company, and it came through to New York in exactly nine minutes from the moment of death. It was relayed at Havre, and again at the terminal of the French Cable company in New York, whence it came to our office on a short wire. The receiving operator there abstracted the news to the entire operating room of the Associated Press, and every man on every key on every circuit out of New York flashed the announcement that the pope had died at four minutes past four; so that the fact was known in San Francisco within eleven minutes after its actual occurrence.

The Reuter, Havas and Wolff agents located in our office in New York transmitted the announcement to London, Paris and Berlin, giving those cities their first news of the event. A comparison of the report of the London Times with that of any morning paper in the United States on the day following the death of the pope would show that, both as to quantity and to quality, our report was vastly superior. The London Times had a column and a half, the New York Times had a page of the graphic story of the scenes in and about the vatican. The New York Times story was cure. This was so notable an event that it occasioned comment throughout the world."

The News makes a special feature of Ohio news. Besides covering larger state happenings, special correspondents in the important news centers furnish in brevity form the day's events by telegraph, making each day a department of news notes of Ohio towns.

In Mansfield the News controls the Associated Press franchise. The report is taken over a leased wire by its own operator direct to the News editorial rooms. Few papers in cities of Mansfield's size employ so expensive a service.



No other paper so thoroughly covers Richland county happenings as the Mansfield News. It's the "Home Field" to us and we realize its importance to our subscribers. By means of 40 special correspondents the News keeps in constant touch with every section of Richland county.

Ingenious Use of News Gathering Story For Advertising Purposes.

(See Page 718 October Number.)

editors have been more popular and more sought after than anything else published in the home papers.

The cry has never been "cut it short," but give us more. Only those who have not enjoyed these pleasing experiences with their readers and noted the profitable results have talked of editorial "junkets" in a sneering way, and we sometimes think that these often write as much through envy as through ignorance.

* * *

There has been no small gratification in the past eighteen years to witness the growth of good feeling

were proud, as well as pleased t[illegible] of the paper the Red Wing *Daily Republican,* which we established as President and Manager of the Red Wing Printing Co. in 1885—twenty years ago—the following kindly words with regard to a rival local paper that is suffering from financial embarrassment:

We regret to note that our contemporary, the *Daily News,* has financial troubles, something, however, which is not uncommon among newspapers. Notices of mortgage foreclosure were posted this forenoon. The paper and plant will be sold at public auction October 24, to satisfy a mortgage of $2,500, held by C. F. Hjermstad. The two men in charge of the *News,* Mr. Pardee as editor and Mr. Schmied as business manager, are splendid fellows and thoroughly competent and the fact that they have been unable to make better success is in no sense a reflection on their acknowledged ability, but chargeable to the lamentable fact that a city of this size cannot support one daily paper as it should and impossibly two. And when two men of the popularity of Schmied and Pardee cannot win out who can? We hope that the difficulties now encountered by them may be only temporary, however, and that we may be convinced that we are in error as to our opinion of two dailies in Red Wing, for there are surely no more cordial gentlemen to meet in a social or business way than the owners of the *News.*

Such words do honor to a newspaper and to its editor. How much better this than a sneer or an ill-natured fling at the assumed meanness, ignorance or folly of its editor or publisher, or the calling of bad names or the indulging in ill-mannered boasting with a humiliating "we told you so." Truly the entente cordiale has been established even between rival newspapers in the same city.

* * *

The growth and increase of libraries have called into existence, in this country, a new profession—that of the trained librarian—the members of which are highly and professionally educated and are of more than ordinary intelligence and literary taste and of broad information. The librarian must not only know much of books but in our smaller cities especially, must know much of the people, their needs and tastes and how to reach and influence them. In the close relations to the people, the successful librarian must be much like the editor of the home paper. We have been much pleased this month in reading the proceedings of the Minnesota State Library Association at Red Wing, as published in the *Daily Republican* of that city, to note the variety of subjects treated that affect the interests of the community, the preservation of local history, the social influence, etc.

One paper on the topic of "Popular Advertising," by Miss Lydia M. Porrior, librarian of the Winona public library, was especially able and practical and naturally holds especial interest to the members of the newspaper calling. She said among other things:

"Advertising is one of the recognized departments of business. It is not a business side issue or experiment; it is a business necessity to be studied and experimented upon as one studies and experiments upon the other departments of business economy. The importance of judicious advertising should suggest itself to every wideawake librarian in the endeavor to reach every man, woman and child in the city. Nine-tenths of the world would rather be interested than educated, and the other tenth likes to be interested, too. The librarian, then, must first interest the masses to bring them within her doors, and then attempt to educate them.

"The local newspaper is doubtless the best advertising medium. People will read the newspapers—that is what they buy them for.

"The larger the library the more necessary it is to cultivate the newspapers. As influential and wealthy a library as the Chicago Public informs me that they do everything in their power to keep in touch with the newspapers and in every scheme for advertising the newspaper comes first."

[illegible] by the ne[illegible]wspaper try for the edification of many business men these words not seem to take time to think intelligently of the one thing that lies at the basis of all business success. "People will read the newspapers—that is what they buy them for," puts the whole newspaper advertising question in a very terse and convincing form. It is axiomatic, an aphorism that states a self-evident truth and could well be run under the title or at the head of the first editorial column of a newspaper as a most important, convincing and powerfully influencing maxim.

* * *

We have often remarked the value, to a newspaper, of a reputation for entire reliability. The New York *Tribune,* the other day, remarked editorially on a case that shows how highly the London *Times* "The Thunderer" values the reputation of always being accurate in its statements:

Some months ago Colonel Morgan, director of supplies at Woolwich Arsenal, brought a libel suit against "The London Times" in consequence of charges made against him in the cable dispatches from Africa to that paper, to the effect that he had been guilty of gross inmocpetence and maladministration, resulting in the loss of millions of dollars. During the course of the trial it appeared that although Colonel Morgan had been cleared by a court of inquiry at Pretoria, yet "The Times" refused to make any correction, and Moberly Bell, the manager of "The Times," in the witness box, explained that during the hundred years or more of its existence "The Times" had steadfastly adhered to the policy of never, under any circumstances, making a correction or retraction, preferring to pay whatever damages might be awarded by the courts in proceedings for libel brought against it, rather than take back a single one of its utterances in print. This policy was condemned from the bench.

But yet "The Times" has now, as in many other instances of the same nature, been justified by the course of events. For Colonel Morgan, to whom it refused any reparation, except such as he might obtain through a court of law, has been suspended by the War Department in consequences of the extraordinary disclosures made concerning his administration, first of all by General Sir William Butler's committee, and now by the Justice Farwell commission, which has not yet completed its labors. Had "The Times" made the retraction demanded of it in the early part of the year, it would, in view of subsequent developments, have found that it had needlessly humiliated itself.

Of course, this policy on the part of "The London Times," unique among the newspapers of the world, has the inestimable advantage, that its writers, knowing that it can not and will not retract anything, are exceedingly cautious and conservative in all their statements, which endows the paper with a degree of reliability in the eyes of the public, not only at home, but also abroad, which probably no other journal, English or foreign, enjoys. For this reason French as well as German and Russian statesmen have on several notable occasions made "The Times" the means of the communication to the public of things which they wished to be known and of opinions which they desired to proclaim rather than through the channels of the newspapers of their own country, the most notable instances being those of the late Prince Bismarck, of the Duc Decasse, when French Minister of Foreign Affairs; of Thiers, when President of the French Republic, and of the late Prince Lobanoff, when Minister of Foreign Affairs of the Czar.

Although there is a manifest injustice on the part of a newspaper in declining to repair a wrong, the course adopted by "The Times" for more than a century past has contributed to its prestige and authority. It takes the ground that it is up to the injured party to secure redress in the courts of law by disproving in a libel suit the charges made against him. It has paid hundreds of thousands of dollars—possibly millions—in damages and legal costs, rather than retract statements made editorially or by correspondents in its columns. No one will ever exactly know how colossal was the sum of money which "The Times" spent in connection with the great libel suit known as the Parnell commission, where its principal witness, a man of the name of Pigott, was shown to have committed perjury and forged the evidence upon which the

paper, believing it to be authentic, had based its charges against Charles Stewart Parnell.

The fact is, that a newspaper is frequently certain as to facts which it would be difficult to establish by legal evidence in court, and where public interests are seriously involved, it is justified in taking some chances, both as a duty and as a vindication of its claims for enterprise, independence and public spirit. Juries are generally pretty lenient in their verdicts where newspapers are able to show that what they published was founded on what seemed to be entirely reliable information and was without any other object than the giving of legitimate news, free from prejudice or malice, for the public good. While a newspaper need not claim to be infallible and should be ready to right a wrong when convinced of error, it should never show the white feather, but ever boldly stand by its assertions, and by its reporters and correspondents until the fact of deception or mistake is clearly established.

There can be nothing more humiliating to a newspaper than that of being compelled to apologize for an apology—admitting an error that later evidence or revelations of fact prove to have been no error at all.

* * *

Faith in business can remove mountains of difficulty, but faith must be well founded. The master mind, the one who controls and directs, must be able to give the reasons, to himself at least, for the faith that is within him.

* * *

"Concentrate all your thoughts on the work in hand. Never try to show off in your newspaper. Simple, straightforward statements of facts and arguments, in all clearness and sincerity, with natural touches of sympathy and honest feeling, are wanted by the busy readers of newspapers.

* * *

To keep everlastingly assailing a man or cause, criticising and assigning bad motives or disastrous results, tends to advertise, to awaken interest and sympathy for the man or cause so constantly hounded or assailed. Candor, with praise or blame tempered alike by reason and justice and supported by facts and the public good, is the winning power in all newspaper discussion or criticism.

* * *

To gather the pure, wholesome honey of enlightening facts, inspiring aspirations and worthy efforts from the open chalices of useful human lives, is the wise and grateful work of true newspaper men.

* * *

No education is more essential to a newspaper man than that which develops system and the power instantly to direct all one's powers in any desired direction.

* * *

"Success requires individuality of thought, cool, conservative judgment, honesty and courage."—*Henry Clews.*

* * *

The Dakota Republican, that big Vermilion, S. D., weekly, gets an enormous advertising patronage, and her compositors know pretty well how to treat it. There is a tendency in some instances, however, to overdo the thing in superfluous panels, etc., but, on the whole, good results are obtained. The news service is excellent and the editorial work first-class.

POOR ADVERTISING.

By E. A. Davis, New York City.

Probably three-fourths of the advertising matter sent out is ineffective. Doubtless one-half the money paid out for advertising purposes is wasted. The writer is led to make these statements by a particularly atrocious lot of advertising recently received. It consisted of several circulars folded together and fastened with a wire staple in such a manner that they could only be opened by tearing the sheets. When opened, the first thing to greet the eye was a picture of a dejected-looking individual trying to saw wood with a hammer. The display line—the only one in sight—read "You can't saw wood with a hammer!" I was disgusted, and the waste-basket received the circulars without more ado. Probably this alleged advertising is the work of some graduate of an "advertising school;" at least it bears all the ear-marks.

Why *will* advertisers send out such rot? There is only one way to do good advertising. That way is to follow the lead of a successful salesman. Did you ever go into a stationery store and meet with the reception that met the writer when he opened the package of ad matter mentioned above? If you should be met by a salesman with the greeting, "You can't saw wood with a hammer," you'd think him crazy, wouldn't you?

To be sure, a salesman sometimes offers a customer a cigar; but that is not the thing that interests the prospective buyer in the goods. The salesman tells of his wares, and his "display line"—if I may use the expression—is a short, concise statement of what he has to sell. The argument comes later. I presume it came later in the circular that inspired this article, though I'm not at all sure. Even if the circular was meant to advertise saws, or wood, or hammers, or saw-bucks, it was mighty poor advertising.

When you have something to advertise, say it out loud in big type and in as few words as possible—that is, the display part. But, whatever you do, don't get the notion into your head that you must see how short you can make the descriptive matter. *Do not* spare a single word that will add to the force of your argument or make your meaning clearer. When a man tells you that you must trim your language until a mere skeleton is left, and not a healthy skeleton at that, tell him he don't know what he is talking about. My word for it, he don't. I've tried both ways, and experience beats theory all to Hoboken. As a case in point, I was up against a mighty hard machine proposition a few weeks ago, and won out because I used enough words to make my meaning clear. My handicap was that a rival company had sent a man to see the party, while I had only looked after him by letter. The salesman of the rival concern is rated pretty good—I think him so good that there's a place waiting for him if he ever needs it, even if I did beat him out. Naturally, he made a strong case for his machine, and didn't tell any of the good points about mine. Well, the customer wrote me that he had decided to buy the other machine unless I could explain away the objections the competitor raised against mine. I took a grip on myself and determined to get that order, for it was a $3,550 spot cash sale. I dictated a letter taking up the objections in detail, and when it was written out on the typewriter it made eight solid pages, letter size! No, the man didn't fall dead; *he sent his order by return mail.*

But in the display one *must* be brief—a single word, if possible. Have you noticed the way the type-founders are advertising these days? The big display line is the single word "type." They have the right idea, I believe, and I may be pardoned for thinking so because I was first to use that style of display in type advertising. If a man is interested in type he's quite likely to notice that word prominently displayed; but you could fill a yellow Sunday paper with type ads headed with the statement, "You can't saw wood with a hammer," and, no

matter how great the interest, no one would read them.

Make your display as brief as possible, and as big; in it tell what the ad is about; tell your story in small type—and tell it *all*, no matter if it does cover about four acres of costly space. If a man is interested in your wares he will read your argument, provided, of course, it is well written and sincere.

* * *

THE BROADENED FRATERNALISM.

The New York *Journalist* gives the following item and poem that will be read with pleasure by all newspaper men, especially by those accustomed to meet in annual national editorial conventions, from year to year, North and South:

It is a well-known and recognized fact that the two men who have done more to bring about a fraternal feeling between the Blue and the Gray than any other two living men are the new commander-in-chief, Corporal James A. Tanner, and Capt. Jack Crawford, "The Poet Scout."

Two years ago "Captain Jack" was the substitute for Gen. John B. Gordon, the great southern orator, in his home State at the Georgia Chautauqua, and captured the Governor and his staff and the 6,000 people assembled in his splendid audience.

Capt. Jack Crawford brought about the first real fraternal reunion of the Blue and the Gray twenty-seven years ago in San Francisco, when he organized a benefit for Gen. John B. Hood's eleven orphan children, when the General and his devoted wife died of yellow fever at New Orleans, and over $1,000 was the result.

Within an hour after Corporal Tanner was elected commander-in-chief, Captain Crawford had written the following letter, which went in the mail on the same train with the new commander with Mrs. Tanner and their daughters, Ada and Nettie, to San Francisco, where they are to meet the Corporal's youngest son, Lieut. Earl Tanner, on his way home from Manila.

This poetical letter is characteristic of both men and their big heartedness and fraternal devotion.

DENVER, COLO., September 8, 1 p. m., 1905.

Hon. James A. Tanner, Commander-in-Chief, G. A. R., San Francisco, Cal.

DEAR COMMANDER:

Let me be first to write and say
How gratified I am today
That you are Chief, and ain't it good
To know that love and gratitude
Are yours in overflowing measure.
No purer, grander, greater treasure
Than gratitude can man bestow.
Dear Jim, in one great overflow
I fling it out to you today,
A rustic, rugged, wild bouquet,
To you who well can understand,
As free as kiss from baby hand,
And thus I voice from rank and file
The love and gratitude, the while
Of every honest man and true,
Not only of the loyal Blue,
But let me emphasize and say,
Of every man who wore the Gray,
And stood before the cannon's mouth;
For I, while in the Sunny South,
Have felt the pulse of men who stood
Against us on those fields of blood,
And he who pulled the lanyard when
Your limbs were left in yonder glen,
If in the flesh could stand by you,
Would show a loyal spirit too;
Thank God for this. I prophesy
That loyal Blue and loyal Gray
In grand convention soon will stand,
And Grant and Lee in that Command
Beyond the stars, are standing now
With honest laurels on each brow,
And smiling as our loves increase
For Justice, Truth and lasting Peace.

Fraternally yours, CAPT. JACK CRAWFORD.

* * *

WHENCE THE POSTAL DEFICIT.

We hear a great deal about the annual postal deficit, because of the second-class mail matter and the rural free mail delivery. The fact is that express companies will carry newspapers at half a cent a pound and magazines at a cent a pound, pay the railroads out of this and make a profit for themselves. Yet postal officials declare that the government pays the railroads five cents a pound for carrying this second-class matter, and then resorts to all kinds of ridiculous devices to transform legitimate papers, carrying supplements, into merchandise so as to charge a higher rate. Why can there not be a move put on foot to make fair, reasonable contracts with railroads instead of constantly worrying legitimate publishers with hard and ridiculous rules to the injury of advertisers and the limiting of business?

The New York *Journal* in treating on this constant cry about a postal deficit tells some useful and wholesome truths in the following paragraphs:

The managers of the postoffice announce tearfully that the rural free delivery system will cause a deficit.

Rural free delivery enables farmers to get mail regularly. It enables a good many people to make a respectable living—and, above all, it keeps the inhabitants of the nation in touch with each other and with civilization.

Where the rural free delivery goes there is no more of the hideous country isolation, no more of that dreadful, unbroken monotony which fills Western insane asylums with farmers' wives.

Postoffice officials and others more or less interested attribute to the rural free delivery system the national postoffice deficit, and attack rural free delivery by implication. They are wrong.

In the first place the rural free delivery system should be constantly extended—even if it does cause a deficit.

In the second place it is not rural free delivery which is at fault, but the national system of allowing the railroads to swindle the Government through the postoffice.

The fifteen millions deficit is a very small fleabite compared to the enormous sum that the railroads steal every year from the Government by connivance with public officials and with dishonest men in Congress.

The Government hires its mail cars from the railroads and pays for a year's rent as much as the car costs to build.

And those cars, outrageously overpaid for by the Government, are such flimsy death traps that no company will insure the lives of the postal clerks that work in them.

For hauling those mail cars on the same train that hauls private express cars the railroads charge the Government anywhere from 1,000 per cent up in excess of the rate that they charge the express companies.

The trouble with the postoffice department is this:

Those who represent the people are in league with the railroads to rob the people.

And, in spite of that, the national postoffice gives an infinitely better and infinitely cheaper service than is given by any private corporation of any kind whatever.—*New York Journal.*

* * *

The "Ink Beasts" parade of the Queen City Printing Ink Company—which has commanded an increasing interest because of its novelty and educational value with regard to colored inks—as is usual with parades in this crowding, busy world, has been temporarily interrupted, but will begin again this month and will command still greater attention by reason of the interruption and added new features.

NEWSPAPER CRITICISMS

BY O. BYRON COPPER, DE SOTO, WIS.

Address all Communications for this Department to De Soto, Wis.

IN our first reproduction this month we aim to illustrate that which we have long contended, namely, the possibilities of the panel-scheme in connection with newspaper advertisement composition and by the exclusive use of labor-saving material.

As proprietor of a print shop during the past few years, in which capacity we were compelled to "foot all bills," we have learned to look upon the wholesale slashing of leads and brass rules with more or less dread and disfavor; hence, history has repeated itself and necessity again given birth to inventions which in many instances obviate the mutilation of material.

By studying specimen No. 1 any bright compositor can easily figure out how its composition were possible with labor-saving material exclusively. All that is required for the perfection of such designs is a little forethought—a little preliminary thinking.

However, we do not wish to be interpreted as wholly condemning the cutting of material, nor as advocating the abolition of the lead and rule cutter entirely from the appurtenances of well regulated printing offices, for the fact of the matter is the equipment of no composing room is complete without a reasonable supply of strip material and a machine for cutting it; because there is many a typographical idea whose exploitation is otherwise quite impossible, and which in the perfected state is, after all, worth more than the loss accruing from the mutilation of the material required for its perfection.

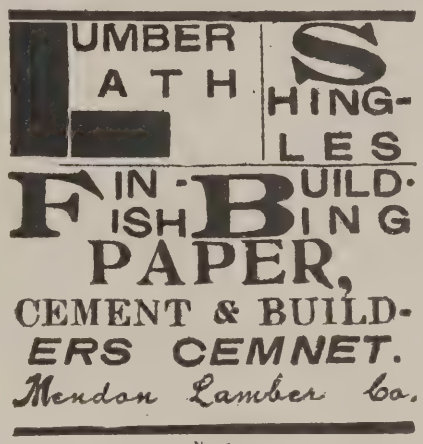
INTER-STATE FAIR
FEATURES OF THE FAIR
THE officers of the society have taken pains to arrange the grounds as conveniently as possible for the public. The largest and best arranged Art Hall in West Wisconsin is on the grounds; the best barns for horses, and the very best cattle sheds and sheep barns are ready for use. The grounds are supplied with water from the city water works, affording a bountiful supply of the purest water for all purposes. The premiums have been increased; and horsemen will find good box stalls for their use. Entries can be made at any time from now on.
FEATURES OF THE FAIR
THE display this year will surpass all former years. We expect the largest crowd ever seen on the grounds, and will leave nothing undone to please and entertain our patrons. Many special attractions will be provided for the pleasure and amusement of visitors. This is a Farmer's Fair and we are very anxious that any one who has anything desirable in any department shall enter them at the fair. Remember we charge nothing for making the entries, and hereby assure you that exhibits, large or small get the same careful consideration.
La Crosse, Wisconsin, September 25-30, 1905

No. 1.

We have found by experience that the cutting of leads and rules can be judiciously and economically executed, as well as anything else in the composing room, and where such careful attention is given the matter, the loss through waste is comparatively small. We show exhibit No. 1, therefore, simply as a lesson in economical composition.

—o—

The next reproduction (No. 2) is of a rather different order, and looks as if it had been constructed from the lumber, lath, shingles and building paper which it was meant to advertise, and stuck together with builders' cement. Editor George R. Kinder, of the Rockford (Ohio) *Press*, is responsible for the appearance of this specimen with this installment of Newspaper Criticisms, and says that this ad beats anything ever showed up in THE NATIONAL PRINTER-JOURNALIST. Guess he's about right.

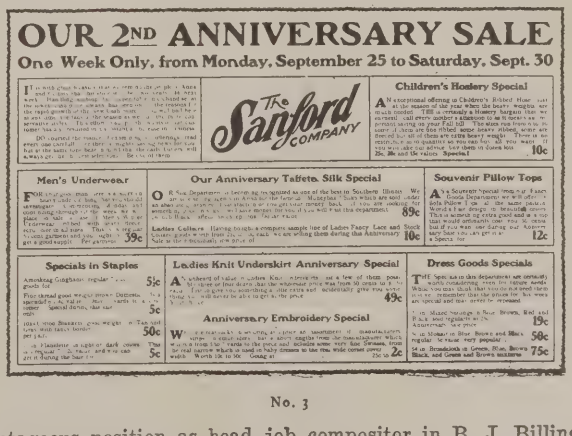


No. 2.

—o—

It has been the policy of this department ever since we assumed control of it to offer praise only where we felt praise was due; therefore, when we receive communications such as that which follows, we feel that the efforts which it costs us to make this department a success have been amply paid. This clipping is from the Anna (Ill.) *Democrat*, and the following explanatory letter is from our familiar friend, Leon E. Derr:

Mr. Leon E. Derr, who has been employed as foreman of *The Democrat* for the past eighteen months, will leave in two weeks for Paducah, Ky., where he is offered a more advantageous position as head job compositor in B. J. Billings' job shop, one of the best in the central states. Samples of his work done in this office, reproduced and praised by the best printing trade journals, led to his advancement. Mrs. Derr, who is also employed in *The Democrat* office, will remain here a few weeks before going to Paducah."

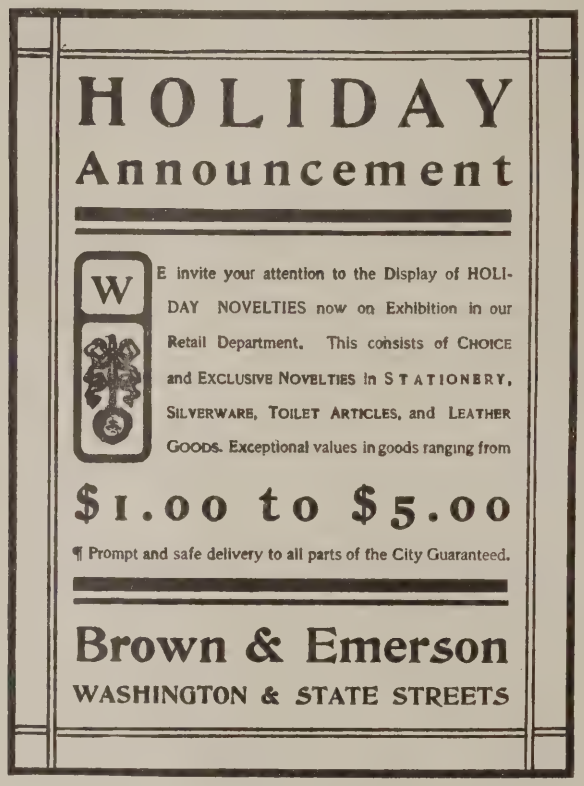

OUR 2ND ANNIVERSARY SALE
One Week Only, from Monday, September 25 to Saturday, Sept. 30
The Sanford Company
Children's Hosiery Special
Men's Underwear
Our Anniversary Taffeta Silk Special
Souvenir Pillow Tops
Specials in Staples
Ladies Knit Underskirt Anniversary Special
Dress Goods Specials
Anniversary Embroidery Special

No. 3

Dear Friend Copper—Enclosed clipping refers to your kind words mostly—Billings told me so. I'll be in a job office now, so you will not get ad samples from me often. Enclosed ad was set in three hours. Pretty fair speed for an amateur? In the next ad contest would suggest that you print an ad in good modern style, and have contestants reset it. That is a phase of work we have to do a great deal of, especially like the enclosed bank ad. And it makes a great deal of difference what ad it is reset from, too. Thank you for your generosity to my specimens in contest. Yours,

LEON E. DERR.

We most assuredly congratulate Mr. Derr upon his good fortune in securing a new and, we take it, a better position. We are confident he will be successful, because he is an earnest worker, and hard work is, after all, that which makes success. The ad for the Sanford Company, as shown in specimen No. 3, is, we believe, the best sample with which Mr. Derr ever favored this department, and, considering the fact that it is wholly hand-set, three hours for its construction is good


HOLIDAY
Announcement
WE invite your attention to the Display of HOLIDAY NOVELTIES now on Exhibition in our Retail Department. This consists of CHOICE and EXCLUSIVE NOVELTIES in STATIONERY, SILVERWARE, TOILET ARTICLES, and LEATHER GOODS. Exceptional values in goods ranging from
$1.00 to $5.00
¶ Prompt and safe delivery to all parts of the City Guaranteed.
Brown & Emerson
WASHINGTON & STATE STREETS

No. 4.

time. It is nicely balanced, well whited out and properly displayed. The innovation calls forth but one regret from us, and that is that we are consequently to be deprived of one of our most worthy students and of his monthly contributions, which have contributed so greatly to the interest of this department of the NATIONAL PRINTER-JOURNALIST; but we know that our loss in this instance will prove Mr. Woodworth's and Mr. Hanson's gain, so there is nothing lost, after all. Our best wishes attend you, Brother Derr. "Make good"—that's what made Governor Johnson, of Minnesota, famous.

———o———

The Meriden Britannia Company, of Meriden, Conn., manufacturers of the famous "1847 Rogers Bros. Silver Plate that Wears," have inaugurated a very neat contrivance for the advertising of their wares, in the shape of a miniature newspaper published in fac simile of the newspapers of 1847, and entitled "The Silver Standard," a copy of which they have kindly mailed this department. The pages measure 6¾x10 inches, each containing seven columns of approximately five picas in width. This edition, which is a double one, consists of a quarto and folio, the one dated August, 1847, and the other September, 1847. The inside pages are given over to circular advertising of the aforesaid wares, handsomely illustrated with the finest of half-tone engravings. The outer pages, too, are profusely dotted with illustrations reproduced from such sources as *Gleason's Pictorial*, New York *Herald*, *Sun*, etc. The reading matter on these outside pages is evidently also taken from newspapers issued during the period of August and September, 1847, and make a very interesting study. It ought to make an effective ad.

———o———

Here is a letter, which, together with the accompanying magazines, we esteem highly. It comes from an old-time contributor to this department, M. E. Ellis, manager of the Union College Press, College View, Nebraska:

Dear Sir—I am sending you under separate cover three numbers of our little college paper, and will be glad to have you say anything about them that you have a mind to, only so it is true; and, by the way, I've never seen any comments

Brown & Emerson
Holiday Announcement.
Washington & State Sts.
WE invite your attention to the Display of HOLIDAY NOVELTIES now on Exhibition in our Retail Department. This consists of CHOICE and EXCLUSIVE NOVELTIES in STATIONERY, SILVERWARE, TOILET ARTICLES, and LEATHER GOODS. Exceptional values in goods ranging from
$1 to $5
¶ Prompt and safe delivery to all parts of the City Guaranteed.

No. 5

in your department of the N. P. J. but what I heartily agree with.

Perhaps you may think from the specimens sent that I have not profited much by the reading of your department, but I do feel that if I could squeeze out a little more time on my ad-setting, I could make a presentable ad. But the copy, the setting, the printing, usually arrive to be done the same day, and the care for details, which is absolutely essential for finely finished work, thus becomes missing.

I believe your department is doing much in the line of stimulating honest endeavor to do good work, and artistic work, in the making of newspapers, and, as "one of the craft," I appreciate your endeavors to raise up a higher standard of ad composition and general makeup of small newspapers. Sincerely yours,

M. E. ELLIS.

The half-apologetic tone of the above epistle is entirely uncalled for, since, if our memory does not fail us, the *Educational Messenger* has improved since we last saw it, and the typographical styles therein are now all quite commenda-

Especially is the cover page neatly arranged, each issue enjoying a change. Some of Mr. Ellis' ads do show the mentioned lack of time, however, while others are good in spite of that. For instance, specimen No. 4. We like the face employed in the *Messenger's* dress, and the omission of punctuation in the heads shows good taste. The plain rule dashes between articles beats any ornament, to our eye, and the general makeup is neat and all right. Just one more word about the advertisement shown herewith: Those two ornaments at both sides of the illustration are superfluous and add nothing to the beauty of the design.

———o———

Our new friend, David C. Silve, of New Orleans, writes us an appreciable letter, which we reproduce below, penned upon one of the most radically original, yet somewhat inappropriate, letterheads we ever beheld. Just beneath the cut of ancient harp (which looks as if it might have been the property of the sainted Timotheus, or even Apollo himself) appears the statement, "At the sign of the Stick and Rule."

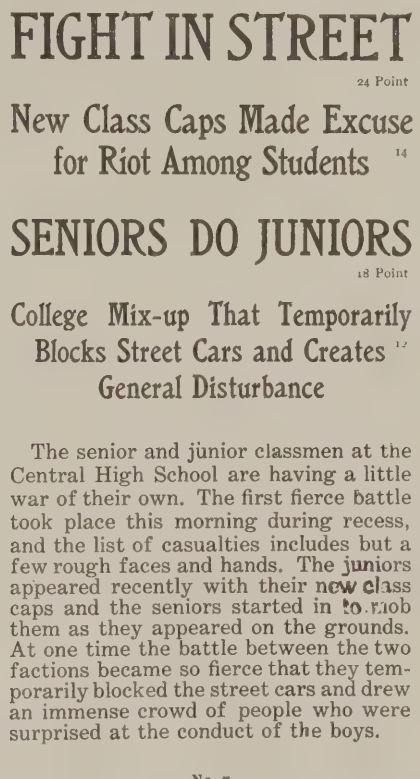
HOLIDAY
ANNOUNCE-
MENT
WE invite your attention to the Display of HOLIDAY NOVELTIES now on Exhibition in our Retail Department. This consists of CHOICE and EXCLUSIVE NOVELTIES in STATIONERY, SILVERWARE, TOILET ARTICLES, and LEATHER GOODS. Exceptional values in goods ranging from
$1 TO $5
¶ Prompt and safe delivery to all parts of the City Guaranteed.
BROWN
AND
EMERSON
WASHINGTON
AND
STATE
STS.

No. 6.

Some of Mr. Silve's correspondents, uninitiated in the secrets of the art, might easily mistake this pictorial ornament for the representation of a "stick and rule." But here is the letter's contents:

Dear Sir—The N. P.-J. is at hand and wish to thank you personally for giving such prominence to my specimens. Enclosed herewith you will find a three-column magazine ad, which was required to be presented each issue in an individual style of its own. Your opinion on same would be appreciated, especially on the three proofs submitted. Wishing you everlasting success and prosperity (well deserved), I am, sincerely yours, D. C. SILVE.

Our readers will be able to judge for themselves as to the merits of these three ads from Mr. Silve, as we are reproducing the trio (Nos. 4, 5 and 6). Whatever may be said of them, no one can help agreeing that each one of these specimens is highly marked with originality, just a little rough yet, but smoothness will come in time. Exhibit No. 4, as an antique model, is quite creditable; but just imagine what an improvement it would have been to have allowed about two more picas of white space between the matter and the border. We could never approve of the sort of typography represented in specimen No. 5, for we're just old-fashioned enough to still keep right on insisting upon good balance. This design is one of those extremely original ones in which, however, less originality would give better results. We understand thoroughly that the compositor was making special efforts to produce "individuality," but let us state that good individuality is best achieved by adhering to sane methods of composition. We make no complaint against the upper portion of this specimen. That is all right. Suppose, however, that immediately following the ornament the street address had been inserted in two lines, both centered; then the announcement could have occupied a central position in the space below. Or a better plan still, perhaps, would have been to set the body to the center of this space and then have stretched the address line across the bottom. All too ordinary, do you think? Well, perhaps so; but it is ordinary only because the world is full of good ad compositors and their taste


FIGHT IN STREET
24 Point
New Class Caps Made Excuse for Riot Among Students
14
SENIORS DO JUNIORS
18 Point
College Mix-up That Temporarily Blocks Street Cars and Creates General Disturbance
12
The senior and junior classmen at the Central High School are having a little war of their own. The first fierce battle took place this morning during recess, and the list of casualties includes but a few rough faces and hands. The juniors appeared recently with their new class caps and the seniors started in to mob them as they appeared on the grounds. At one time the battle between the two factions became so fierce that they temporarily blocked the street cars and drew an immense crowd of people who were surprised at the conduct of the boys.

No. 7.

and ideas naturally run (for some distance, at least) on a parallel. The arrangements we have briefly suggested, too, would obviate the necessity of the use of that original, yet unsightly, home-made paragraph mark, which is too "chapbooky" to suit us. No. 6 is much better, and we can see that Brother Silve is one of the coming printers, all right. Come again to this department, anyway.

———o———

We are quite well aware that it is not the object of this department to advertise anything other than the merits of the men and papers which may be submitted for review, but in this instance we feel moved to diverge from our customary course, inasmuch as that the information which we wish to convey will be received with pleasure and profit by all those progressive members of the craft who make it a practice to keep in touch with the best there is in the land in way of literature pertaining to matters of their calling. *The Printing Art,* issued by the University Press, Cambridge, Mass., which has been termed "the fashion-plate of printerdom," by virtue of its having secured second-class postal privileges,

will herafter be sold at $3.00 per domestic subscription, or thirty cents apiece. The pages of *The Printing Art*, with their colored reproductions, together with reproductions of composition and instructive technical articles, form one of the most valuable courses in the art of printing, and the change in its price will doubtless cause a big increase in its circulation.

———o———

The Preie Presse and the *Deutsch-American Farmer* (and

Howard Graves, Pres. E. I. Sondrol, Vice Pres. James Espeset, Cash.

Estherville State Bank

CAPITAL $50.000.00

A GENERAL BANKING BUSINESS TRANSACTED.

SAFETY DEPOSIT BOXES TO RENT

DIRECTORS.
Howard Graves — E. I. Sondrol
James Espeset — J. M. Barker
A. D. Root — W. S. Jones
Howard Espeset

No. 8.

we believe that both are issued by one and the same firm) are extensive advertisers, and have our thanks for a number of printed things, including mailing cards, fancy circulars, blotters, etc. It ought to bring them business, and, by the way, they ought to send these specimens to Mr. Woodworth's

E. B. SOPER, Pres. L. IRWIN, Vice Pres. ARTHUR BAXTER, Cash.

Gruver Savings Bank

GRUVER, IOWA

PAID-UP CAPITAL $10,000.00.

GENERAL BANKING BUSINESS TRANSACTED.

INSURANCE, REAL ESTATE LOANS AND COLLECTIONS GIVEN SPECIAL ATTENTION

No. 9.

"More Work Through Publicity" department, where they properly belong and where they would doubtless receive a more elaborate notice than we are able to give them here.

———o———

The American Type Founders' Company is sending out

NOW IS THE TIME TO BUY

Wall Paper

Our 10c and 15c sale is on.
Come Early.

F. S. Shadle Drug Co.

No. 10

a large pamphlet illustrating the "Type Faces for Newspaper Headings" made and sold by them, which is more than interesting to a newspaper man. The faces shown are: Globe Gothic Condensed, Pontiac Series, Lining Quentell No. 2, Lining Schoeffer Oldstyle No. 2, Adver Condensed, Post Condensed, Adtype, Jenson Condensed, Lining Cushing Oldstyle No. 2, Herald Extra Condensed, Cheltenham Bold, American Extra Condensed, Compact Series, ... No. 2, Florentine Bold Condensed and Extra Conden... out of all of these faces Jenson Condensed stands head and shoulders above the rest for the purpose intended. Adver Condensed is not a bad face for newspaper headings, but lacks "the pleasing effect which is Jenson," simply because the black in it is "too extremely black," and the same might be truthfully said of the Schoeffer series. A paper adopting Herald or American Extra Condensed for its headings would never be able to put up a pleasing aspect, because it isn't in those faces. What is required for neswpaper headings is a plain, legible, serviceable, yet not too bold a face, and, of course, one with more or less beauty, or as much beauty as it is possible to combine with these other requirements, and the Condensed Jenson comes the nearest to filling these requirements of any other letter in the catalogue (No. 7).

———o———

D. A. Porter, Instructor in Printing in the Kearney, Neb., State Industrial School, writes:

Stationery

School Supplies

Composition Books

Tablets

Pencils

Pens

Ink

TOSDAL'S RACKET STORE

No. 11

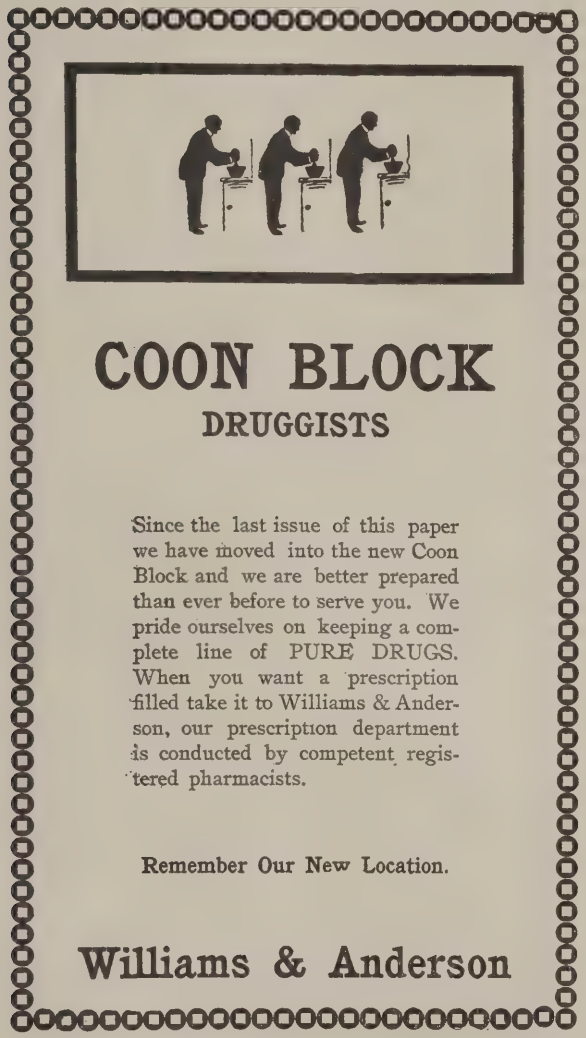
I am sending under separate cover a copy of the "*Industrial School Courier*," of which I am editor and instructor. We have here only apprentices—a good boy leaves us in less than two years after his arrival, so you can readily see the disadvantages to which an instructor is subjected. Nevertheless, I desire an unbiased opinion in your columns of what we are doing, judging from the results obtained.

Hoping the N. P.-J. continued success, and I might also inform you that the N. P.-J. is one of the most welcome journals we receive—the boys and the instructor being equally anxious to review its contents. Most sincerely,

D. A. PORTER.

Under the circumstances it is quite difficult to pass an accurate opinion on *The Industrial School Courier*. We find many things about the publication which we are unable to

commend, but without a full knowledge of the conditions under which the magazine is created it is impossible to say whether condemnation, either, would be entirely just. Typographically the *Courier* cannot be spoken of too adversely, for in the main the styles and arrangements are neat and correct. The *Courier* consists of a thirty-two page magazine, with pages 8½x12, all bound in a heavy purple cover with title page in bronze. The stock used for the inner pages is of a good weight enameled white paper, and each page is enclosed within a double rule of a one-point face. The styles, we have said, are all quite neat, but we do not approve of the original (but undesirable) method of running the headings to one side of the page. Try as they may, no one will ever be able to improve the old way of in the center. It looks odd at the side, but that is about all a true artist would say for it. If the boys do the press-


COON BLOCK
DRUGGISTS
Since the last issue of this paper we have moved into the new Coon Block and we are better prepared than ever before to serve you. We pride ourselves on keeping a complete line of PURE DRUGS. When you want a prescription filled take it to Williams & Anderson, our prescription department is conducted by competent registered pharmacists.
Remember Our New Location.
Williams & Anderson

No. 12

work, then it is quite commendable; otherwise it is not, as the print and register of several of the pages are very bad. The same remark applies to the proofreading and the editorial work—interpreting that word, "editor," in its true sense of meaning a person who revises, corrects and prepares manuscript for publication. Of course, it is clear that "D House Notes" is originally written by Horace Heinzman, one of "the boys," we take it; but then it would seem that the editor-in-chief, and, if not he, then the proofreader, should have prevented such blunders as appear in these items:

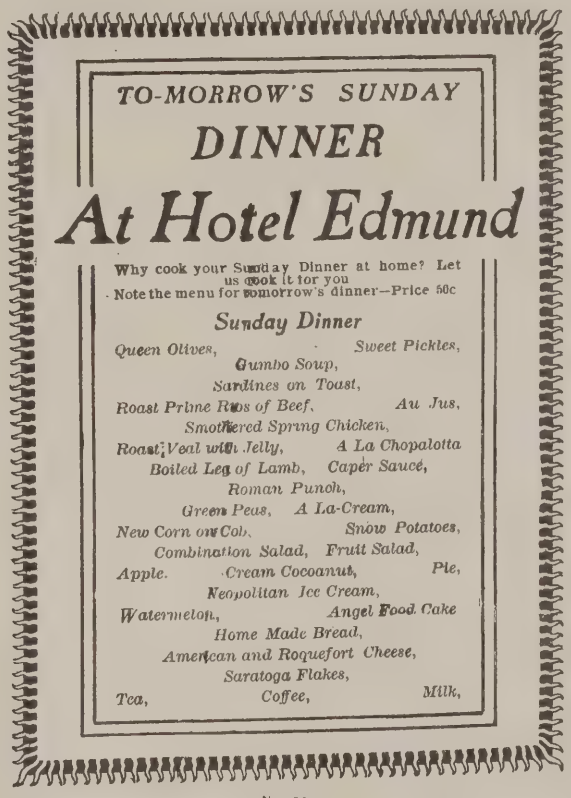
"We have had three sewing machines in the last two weeks but the last machine is the one I think we will keep for this detail it is a tailor machine and a singer it sings a new song every time Jones goes to run it.

"The D house boys has the honor to say that they have the best looking dormitory on the hill.

"The playroom was scrubed and paraffined last week.

"Mrs. Fairchild had D house job a week and Miss Whitlock had us a week during Mrs. Saunders' vacation."

It would also seem almost necessary in a school of this kind, where it is proposed to fit boys for printing and editorial work, to correct all such mistakes as appear in the foregoing clipping, and point them out to the perpetrator, that he might not so err a second time. We have deemed it unnecessary to name the mistakes to which we refer, for they include errors in language, punctuation and spelling, and are too conspicuous to escape notice. Another suggestion which we would offer in view of improving this publication, would be to have all of these items written by the various members, graduated, with the shorter items at the top and the longer ones at the end. It would be found worth the trouble, all right. To be sure, we can easily imagine that the job of issuing the *Courier* is *"a job,"* indeed, with a lot of inexperienced boys


TO-MORROW'S SUNDAY
DINNER
At Hotel Edmund
Why cook your Sunday Dinner at home? Let us cook it for you
Note the menu for tomorrow's dinner—Price 50c
Sunday Dinner
Queen Olives, Sweet Pickles,
Gumbo Soup,
Sardines on Toast,
Roast Prime Ribs of Beef, Au Jus,
Smothered Spring Chicken,
Roast Veal with Jelly, A La Chopalotta
Boiled Leg of Lamb, Caper Sauce,
Roman Punch,
Green Peas, A La-Cream,
New Corn on Cob, Snow Potatoes,
Combination Salad, Fruit Salad,
Apple, Cream Cocoanut, Pie,
Neopolitan Ice Cream,
Watermelon, Angel Food Cake
Home Made Bread,
American and Roquefort Cheese,
Saratoga Flakes,
Tea, Coffee, Milk,

No. 13

to watch and keep a-going, and this alone is an ample excuse for all the errors cited.

———o———

The *Enterprise*, published at Estherville, Iowa, with D. R. Carlson as editor, strikes us as a very creditable sheet, with a front page almost free of displayed ads and all of its eight pages printed at home. The contents are certainly fine, consisting of an abundance of local news put up in attractive headed articles and a pageful, or such a matter, of brevities; several columns of local correspondence, approximately a pageful of brief personals and much miscellaneous matter, besides carrying a liberal amount of advertising. This latter is set in the most pleasing fashion imaginable, the compositor thereof appreciating the advantages of simplicity and lots of white space. Few compositors could do it better than he has done, as we are proving by making a few selections for reproduction (Nos. 8, 9, 10, 11 and 12). Nos. 8 and 9 make an admirable example of how uniformity may be maintained in the ads of a newspaper, and yet each separate specimen re-

ceiving an individuality of its own. Nos. 10 and 11 demonstrate the efficacy of economy in newspaper advertisement composition, and likewise No. 12 illustrates the unsurpassable elegance and dignity of simplicity. But the *Enterprise* is not praiseworthy alone in point of its advertisement composition, for the makeup is strictly right all the way through, and the presswork is highly commendable. The editorial work, too, is of an exceptionally high order, the territory being thoroughly covered and the happenings all presented in readable shape and in language that is even edifying. The editorial department proper is clean, up-to-date and full of high-class wit, and, withal, we pronounce this an exceptionally fortunate, because an exceptionally good, country weekly.

———o———

The Beresford, S. D., *Republic* is another publication which we have had the pleasure of examining before, but for the life of us we cannot remember just what conditions were at that time. Howbeit, the paper now deserves commendation for its excellent contents, good editorial work, clean, legible print and well-set advertisements. The *Republic* is made up of three folio sections, of six columns each, the two inner sections being home printed, while the outer one is evidently ready printed. The great amount of ads renders the making up of this sheet rather problematical; nevertheless, the contents are very well arranged and classified. Half-tone cuts of prominent business places of Beresford seem to be a regular feature with this publication, and it has the appearance of being a first-class advertisement for the town.

———o———

The *Jacksonian,* from Heber, Ark., is doubtless the product of a hand press, and not a bad product as regards impression, either. It is a seven-column folio with patent inside, and there's various little things about it to caution a critic to be "easy," for they suggest that it is gotten out under difficulties, such as help to put "silver threads among the gold" in the heads of country printers. Typographically we cannot brag much on the *Jacksonian,* for the styles of composition and makeup are extremely ordinary, and the best we can do for the present is to recommend that the mechanical man on this publication study this department for a few months and carefully adopt such suggestions as suit his requirements.

———o———

A copy of the Hall County *Herald,* printed at Memphis, Tex., from which we made a few ad selections for review in last month's installment, is before us, and we must introduce our remarks with the statement that, considering all points, it is quite a creditable country weekly. It consists of a seven-column folio, all printed at home, with an abundance of news within its four pages. Of course, we do not approve of those two displayed ads on the first page, nor can we discover any excuse for them. The makeup is usually pretty fair, although there seems to be but very little attention paid as to where the articles are placed, and more or less negligence is in evidence with reference to justification, a number of the column rules hanging as much as a pica below the type. The editorial work is pleasing, Editor W. A. Johnson's individual department being especially well attended to. We are pleased to note in passing that the *Herald* enjoys a liberal advertising support, too.

———o———

The *Sun,* Waukegan, Ill., is a creditable little daily—that is, it is creditable in point of news service and contents in general, editorial work, etc., besides having an excellent adman at work upon its force, but there is a defect in some of its pages that seems to have been due to defective stereotyping, rendering the matter, or some of it at least, partially illegible. So much of the straight matter is out of alignment, too, which must be the fault of the linotype, but as we never learned to operate one of those machines, we cannot very well recommend a cure. In exhibit No. 13 we are showing a typographical selection from this publication worthy of admiration.

———o———

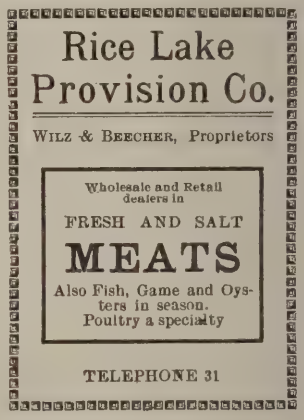
The Rice Lake (Wis.) *Chronotype* is a newcomer to this department and a valuable addition to our "school." It is a seven-column quarto weekly, with a whole lot of wholesome reading matter crowded into its massive pages. It seems a shame, though, that that otherwise elegant initial page could not be kept uncluttered by displayed advertising matter. Aside from the defect cited, the makeup on this sheet is fairly good, and the editorial work ranks up with high standards. Much of the advertisement composition shows genius, some of it is good, especially in single-column instances (Nos. 14 and 15), and all of it denotes study and interest, which in time will lead to perfection. Where paneling is attempted, however, there is a tendency to overdo it. The presswork is excellent.

———o———

The Thief River Press, of Thief River Falls, Minn., is not a stranger to this department, nor to our regular readers, but we note from the copy of the *Press* of the issue of September 1 that the paper, plant, good will, etc., has passed into the hands of new proprietors, namely, Messrs. Carr & Clark. We make the following interesting extract from the "farewell address" of past publishers, Messrs. D. A. and J. A. McDonald, in this same edition of the *Press:*

FOR FINE
TAILORING
Call and see my new fall and winter goods. Order a new Suit or Overcoat and be happy. Prompt service. Cleaning and Repairing at reasonable prices. ¶ Burby building
A. O. ERSTAD

No. 14



No. 15

"The purchasers, Greely E. Carr and Sam H. Clark, are known to many of our readers. Mr. Carr is a bright young attorney, and Mr. Clark, who will have active management of the paper, is a newspaper man by birth and he will be able to hold his own with any paper in the northwest. They have our best wishes for success.

"As to our future, J. A. McDonald will remain with the *Press* as foreman for a short time. D. A. McDonald will remain until all accounts are collected, after which he will return with his family to southern Iowa."

We have no doubt but that the *Press* will continue to succeed under the new management, and we hope to be favored with information regarding its achievements from time to time in the future, as well as regarding that of the McDonalds.

———o———

We are willing to thank "someone" for a big bundle of copies of the Hopkinton (Iowa) *Leader,* upon which is written, "Not intended for criticism; just a paper with clean contents and no foreign advertising." That doesn't nearly tell it all—but we dare not go further, lest our remarks verge upon criticism, and we have plenty of papers on hand whose publishers desire criticism, without forcing our strictures upon anyone who does not desire it, so we pass abruptly on to the next.

The Pueblo (Col.) *Sunday Opinion* is a queer publication. A seven-column folio with a front page of five wide columns, all cram-jam full of matter of more or less interest. The title is in a ten or twelve line shaded text. The greatest objection we can find about this sheet is anent the makeup. There is considerable displayed matter on the introductory page, and the inner pages are made up with the ads to the right on the left-hand page and on both sides of the right-hand page. That looks "bad." The back page seems to contain the only local matter in the paper. The advertisement composition is of a lower order, lacking originality of design and skillful treatment.

———o———

The *Inland Empire* is a bright little six-column folio, hailing from Moore, Mont., and, by the way, we have No. 1, Vol. 1, before us. The pressman gets a very clear print on this little sheet, which enjoys a very liberal support from local advertisers. The ads, however, are made up principally to the top of the pages, which renders the attainment of good artistic effects in the makeup very difficult, if not impossible. The ad man is doing pretty well with the material at his disposal, but

Corsets .. Corsets
R. & G. Corsets. The best Corset manufactured today.
Black, white and drab Corsets
Short and medium Corsets
Corsets with short hips
Corsets with long hips
Corsets with Supporters attached
Corsets without Supporters attached
Nursing Corsets, Ladies Corset Waists
Misses Corset Waists, Empire Corsets and Girdles.
All Sizes from 18 to 36. $1.00 for the best ones. 50c for the lighter weights. $1.25 for all the out-sizes--those above 30. Come and see them.
Rueter Mercantile Co.
BRIGHTON, COLORADO.

No. 16

we dare say he will improve with study and practice. His work looks somewhat amateurish. Geo. H. Beasley is business manager of this new publication, and Butte H. Tipton editor, and he is a bright editor, too, as we propose to prove by quoting a portion of his editorial introduction *verbatim*, as follows:

"We whose names appear at the head of this department are sole owners and proprietors and are, therefore, unhampered by directors or stockholders. We are engaged in no other business, being dependent solely upon advertising and subscription patronage for support. The fine display of advertising and the large list of substantial subscribers upon our books is evidence of the encouragement thus far received.

"In politics this newspaper is republican, but we are subject to no embarrassing obligations because of that affiliation. We are not straining for elusive plums that hang high up on the tree of politics. This is a newspaper 'with a mission and without a muzzle.' All we ask is a 'clear field and no favors.'

"In our news department we will endeavor to give all the news that is true and fair and kind, pursuing to the best of our ability the motto of doing by others as we would be done by, believing that a newspaper should stand in the light of a peacemaker rather than as an agency for turmoil and strife, unjust and bitter criticism, personal enmity and spite."

These are good principles expressed and the ideal policy for a newspaper, and we have no doubt that Brothers Beasley & Tipton will meet with the success which this department wishes them. The *Empire*, let us add, looks like a paper that will succeed, too.

———o———

The Brighton (Col.) *Blade* comes about as near to meriting our praise in "big packages" as anything we have run across in this month's batch. Its front page is entirely free of displayed faces and the makeup thereof is strictly neat and all right, although don't you think, brother, that a trifle lighter face for the correspondence headings would be more in tune with the rest of the page? The editorial work and the general character of the contents of this five-column quarto strike us most favorably, and, while the displayed faces which enter into the composition of the ads are all of a bolder design and series than we particularly admire, yet they have all been used appropriately and with more or less skill. No. 16 is selected as our favorite among the ads in this publication, but it might have been materially improved had the main central portion been relieved of its haphazard aspect by setting it in a neat mass with every line thereof centered, else squared with an abundant white margin about it. The presswork on this little paper (we call it "little" because it is a five-column sheet, but in reality it is spacious enough) is the veritable "pink of perfection," and the only real fault that we have to complain about with reference to this paper is the same as that mentioned in our review of the preceding contribution: The ads, or too many of the larger ones, are shoved topward in the page, which lends a top-heavy appearance—we believe in *balance* in the pages of a newspaper, you see, as well as in the pages of a circular, or even in an ad itself; and we believe further that good balance in typography of any kind is just as desirable and every bit as admirable in this day and age of the world as it ever was, numerous fearless violations notwithstanding.

———o———

And here is a representative of the east, the Providence *Register*, and what a distinctive eastern aspect it bears, too. Didn't you ever notice the difference between the papers of the east and those of the west? Well, it's even amusing; but we don't know whether we can verbally express it or not. The typical eastern paper is usually on a better, finer grade, sized stock, and the typography is almost invariably of a lighter, more dignified type (more "old fashioned" we western printers would be most prone to dub it). The presswork, we believe, is always a little better, if anything, than that typical of the west, but in the main, while the eastern product is "staid and steady" and built more according to long-established rules, it seems to lack the spicy life, the variety, the push and fearless originality seen so strongly exploited in the typography and makeup of the western publications. We came near forgetting, however, to remark that the *Register* emanates from that well-known Pennsylvania city of Scranton and possesses all of the earmarks of the eastern newspaper. It is a seven-column folio, all home-print, neat and clean and dignified beyond description. The editorial work is refined and elegant, right in keeping with the rest of the paper, while the impression is even better than that seen upon much of the Wisconsin commercial work. The advertisement composition, though, is away behind the times. J. U. Hopewell is editor and proprietor.

———o———

The Macoupin County *Enquirer*, of Carlinville, Ill., has

something almost as dignified and almost as excellent in point of presswork as that of the publication whose review occupies the preceding paragraph, in the shape of "An Old Settlers' Edition," which was issued away last August. It consists of two quarto sections, six-columned pages, and is about one of the finest things in way of special editions to which we have ever had our attention called. It is profusely illustrated, exceptionally well edited, printed beautifully, made up artistically, and withal a very pretty and, we venture, a very profitable (although expensive) thing. The special edition was well patronized by the local dealers, and the whole shows a high degree of energy and earnestness of purpose on the part of Editor C. J. Lumpkin, the *Enquirer's* proprietor. All mechanical ends of the edition have been held well up to the level of eminent standards, and we trust that the undertaking was fully appreciated by the *Enquirer's* readers.

———o———

If there is any one thing in this life that the conductor of this department of the NATIONAL PRINTER-JOURNALIST abhors, it is the making of apologies, and if he were a great man and were to leave a quotation for those who were to follow him on down the sandy trail of Time, it would be this: Never do anything that may necessitate an apology. Albeit, we must state by way of closing that this installment of Newspaper Criticisms has been written under rather more trying circumstances than ordinary and necessarily in great haste just prior to our departure westward, and we dare say the work shows it, hence these apologetic remarks—and that reminds us: Readers will please note the change in our address as it appears at the head of this department, and see to it that we are supplied with ample material for next month's department, which we feel safe in promising will at least surpass this. Don't forget our new address. O. BYRON COPPER.

———o———

A QUICK NEWSPAPER SUCCESS.

MONTREAL, Sept. 28, 1905.

NATIONAL PRINTER-JOURNALIST, Chicago, Ill.

Dear Sir: It might appear boastful to say that the *Standard,* of Montreal, the new weekly paper, is the greatest of all the successes on the American continent for a newspaper. The demand is simply bewildering. We enclose copies of notices of the new paper that appear in the *Star, Gazette* and *Herald,* of this city, papers whose interests are not promoted by the success of the *Standard.* Yours truly,

GEORGE MURRAY PUBLISHING CO., LIMITED.

THE STANDARD.

The first number of the *Standard* was issued early this morning. The paper is not only fully up to expectations, but it is a pleasant surprise to the public in being better than the expectations which had admittedly run pretty high.

The prospectus of the *Standard* as published in its columns is particularly robust and foreshadows the working out of a great paper. The illustrations are most attractive and easily suggest the idea that the *Standard* will be known as the *Graphic* of Canada. The features of the *Standard* are varied and popular. The paper will bear inspection, and inspection is almost certain to result in universal approval. The colored plates of Old Canada scenes and incidents, particularly of old Montreal and Quebec, to be presented to *Standard* readers will form a most valuable collection, and it can readily be imagined that there will be very few citizens indeed who will not prize these extraordinary premium plates. The George Murray Publishing Company is to be congratulated.—*The Herald, Montreal, September* 23, 1905.

THE COOPER LIBEL SUITS.

BY D. M. BUTLER, LINCOLN, NEB.

No volume of newspaper history or law reports would be complete without a review of the various controversies which J. Fenimore Cooper had with Horace Greeley, Thurlow Weed and other publishers of his day.

In 1839 when Cooper published his Naval History of the United States, the New York *Advertiser,* of which Colonel Stone was editor, published a review of this history in which appeared statements which imputed to the author a disregard of justice and propriety as a man, representing him as infatuated with vanity and with passion, and charging him with publishing as true statements and evidence falsified and encomiums retracted. The case was decided on demurrer to the petition to be libelous. Subsequently on this point the Supreme Court sustained the decision of the trial court. The case does not seem to have been retried in the lower court, but Mr. Stone was subsequently required to pay an arbitrators' reward of $300.

When this case was finally disposed of, Colonel Stone was the editor of the New York *Spectator,* and on July 6, 1842, the *Spectator* said regarding this award:

"Mr. J. Fenimore Cooper need not be so fidgety in his anxiety to finger the cash to be paid by us toward his support. It will be forthcoming on the last day allowed by the award, but we are not disposed to allow him to put it into Wall Street for shaving purposes before that period; be patient, there will be no blacksmith necessary to get at the ready."

For this publication the novelist began a new action and in the lower court recovered a verdist of $250. The higher court, however, reversed this finding, holding that this statement about putting money into Wall Street for shaving purposes could not be libelous per se, 1 Denio 293.

In the year 1845 there was a case threatened by Mr. Cooper against Horace Greeley, of the *Tribune.* Concerning this threatened suit the *Tribune* said:

"Mr. Cooper will have to bring his action to trial somewhere. He will not bring it in New York, for we are known here, nor in Otsego, for he is known there. The statement was the cause of a libel suit and it was held that the statement "He is known there" was libelous as charging that Cooper was in bad repute. At the same time the court outlined the proper defense to a statement of this kind which would be proof that Cooper was known in Otsego and sustained the reputation there of being a proud, captious, censorious, arbitrary, dogmatical, malicious, illiberal and litigious man."

Thurlow Weed was the writer of this article and Mr. Cooper also brought an action against him and recovered a verdict of $400. Mr. Weed began at once to taunt the novelist on the smallness of his verdict. He described Cooper's character as worth just $400 under this decision, repeated the libel in saying that Cooper was despised, and professed himself ready to respond in another suit for $400. The suit was immediately begun and the controversy continued until suits had multiplied to the number of seven, in all of which Thurlow Weed, of the Albany paper, was made defendant. Cooper won in all these suits, but the amount of the verdict was small, yet the expense of defending so many was considerable and the annoyance was undesirable. These cases are not reported, none of them having reached the higher court. In each of them Mr. Cooper acted as his own attorney. In the first one of Mr. Greeley's suits William H. Seward acted as attorney for Mr. Greeley. In one of the suits Mr. Greeley appeared as his own counsel, but he was no match for the novelist. The last case between Cooper and Greeley was pending at the time of the death of the novelist in 1851 and consequently was never brought to trial. These controversies were certainly more characteristic of journalism at that time than they are of that of the present day.

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THE SULTAN'S ODALISQUE.

J. L. Gerome Ferris.

THREE COLOR REPRODUCTION
FROM OIL PAINTING
BY
PHOTO-CHROMOTYPE ENG. CO.,
PHILADELPHIA.
DUPLICATE PLATES FOR SALE.

"TRICHROMATIC" INKS
MADE BY
CHAS. ENEU JOHNSON & CO.
PHILADELPHIA.
NEW YORK. CHICAGO. SAN FRANCISO

THE EDITORIAL JOURNEY.

By Addison B. Burk, Philadelphia *North American*.

THE account of the trip of the National Editorial Association to Portland, published in the October number of the National Printer-Journalist, ended with the entertainments at Los Angeles. Upon leaving the latter city the party was better organized than before. Each car elected a captain, who acted as an aide to the secretary, and through the captains information about the itinerary was transmitted to the individual members of the party. The captains prepared a list of the occupants of the several cars and this list is as accurate as any that can be made of the party that journeyed to Portland from San Antonio. Two or three editors dropped out on the way and two or three joined us after the list had been made up, but, with these exceptions, it is correct and is as follows:

Helvetia—C. B. McCoy, captain. C. R. Callaghan & Son, *Gazette,* Bellevue, O.; Mr. and Mrs. F. A. Rowley, *Times,* Lorain, O.; Mr. and Mrs. C. W. Bloom, *Mirror,* New Paris, O.; Mr. and Mrs. Edward T. Wetzler, *Eagle,* Lancaster, O.; Mr. and Mrs. John M. Goeke and Mrs. H. L. Harvey, *Westbote,* Columbus, O.; Mr. and Mrs. John L. Tranger, *Semi-Weekly Westbote,* Columbus, O.; Mr. and Mrs. William Miller and son, Victor, *Zanesville Press-Republic,* Springfield, O.; C. B. McCoy, *Age,* Coshocton, O.; Mr. and Mrs. B. F. Gayman, *Times,* Canal, Winchester, O.; Mr. and Mrs. W. A. Ashbrook, *Independent,* Johnstown, O.; Mrs. J. F. Baning, *Law Bulletin,* Norwalk, O.; H. D. Campbell, *Republican Gazette,* Lima, O.; J. P. Mahaffey, *Herald,* Cambridge, O.; J. S. Wilson, *Beacon-Record,* Ashtabula, O.; W. W. Scott, *Beacon-Herald,* Ashtabula, O.; Miss Maame Hutchins, stenographer to corresponding secretary, Johnstown, O.; W. J. Aleshire, *Derrick,* Gibsonburg, O.; H. R. Snyder, *Republican,* Springfield, Mo.; Mr. and Mrs. George E. Wood, *News,* Bellevue, O.; Mr. and Mrs. C. C. Fowler, *Dispatch,* Canfield, O.; Mr. and Mrs. H. P. Burke, *Gazette,* Centerburg, O.

Rome—R. H. Thomas, jr., captain. Mr. and Mrs. W. H. Hodgson, *Local News,* West Chester, Pa.; Mrs. H. C. Buffington, *Advocate,* Ashland, Pa.; Mrs. B. S. Thomas, *Farmer's Friend,* Mechanicsburg, Pa.; W. P. Church, *Enterprise,* Newtown, Pa.; Mr. and Mrs. R. N. Thomas, jr., and Miss Keefer, *Journal,* Mechanicsburg, Pa.; G. M. Heilman, *Echo-Pilot,* Greencastle, Pa.; C. R. Griffith and daughter, Miss Mona, *Independent,* Marion Center, Pa.; R. B. McKee and wife, *Journal,* Freeport, Pa.; Mr. and Mrs. A. D. Gould, *Eagle,* Eldred, Pa.; Dr. and Mrs. A. M. Brumbaugh, *Juniata Echo,* Huntingdon, Pa.; J. S. Sanders and daughter, Mrs. Waller, *Leader,* Wilkesbarre, Pa.; Mr. and Mrs. I. O. Nisley, *Press,* Middletown, Pa.; Mr. and Mrs. Addison B. Burk and daughter, Miss Ethel, *North American,* Philadelphia; Mr. H. A. McFadden, *Standard,* Hollidaysburg, Pa.; Mr. and Mrs. H. H. Wray, *Advance,* Leechburg, Pa.; Mr. and Mrs. F. S. Phelps, *Times,* Erie, Pa.; H. C. Steinman, *Record,* South Fork, Pa.; Mr. and Mrs. J. Irvin Steel, *Telegram,* Ashland, Pa.

Bolton—Malcolm Jennings, captain; Mr. and Mrs. E. B. McKee, *Review,* Towanda, Pa.; Mr. and Mrs. H. E. Butz, *Globe,* Huntingdon, Pa.; Mr. and Mrs. Harry Step, *Mirror,* Altoona, Pa.; C. P. Mead, *Republican,* Geneva, Ill.; C. P. Sperry, *News,* Clarksburg, W. Va.; J. H. Potts, *Times,* Troy, N. Y.; T. H. Harter and wife, *Gazette,* Bellefonte, Pa.; Mardy D. Carter, Mabel J. White, Lucy White, M. E. Malloy, special correspondents, Washington, D. C.; Mr. and Mrs. Malcolm Jennings, *Gazette,* Lancaster, O.; John M. Amos, *Jeffersonian,* Cambridge, O., accompanied by Mrs. Robinson, Frank Robinson, Mrs. Woodrow, Mrs. M. E. Amos; Mr. and Mrs. F. G. McCracken, *Examiner,* Bellefontaine, O.; W. T. Amos, Miss Kate Amos, *Democrat,* Sidney, O.; Mr. and Mrs. E. A. Snyder, *Independent,* Garrison, Ia.; Mr. and Mrs. James Pontius, *Democrat,* Hanover, Kan.; H. D. Hemmens, *Courier,* Elgin, Ill.; Edwin B. Solfisburg, *Post,* Aurora, Ill.; Mr. and Mrs. W. B. Hearn, *Republican,* Cadiz, O.; W. R. Le Compte, *Republican,* Corydon, Ia.; Mr. and Mrs. Charles F. Gee, *Record,* Ann Arbor, Mich.

Plattsmouth—Leo Vincent, captain. Mr. and Mrs. William Buys, *Wasatch Wave,* Heber, Utah; S. L. Raddin, *Record,* Park City, Utah; Mr. and Mrs. I. E. Diehl, *Record,* Robinson, Utah; Carl Anderson, *Courier,* Fort Collins, Col.; Mr. and Mrs. F. S. Harding, *Signal,* Weiser, Idaho; J. R. Ransome, *Enterprise,* Cleburne, Tex.; Mr. and Mrs. Leo Vincent, *Camera,* Boulder, Col.; P. H. Pardue, *Bulletin,* Alvarado, Tex.; Mr. and Mrs. A. C. Newton, *News,* Grand Junction, Col.; A. M. King, *Gazette,* Plainville, Kan.; Mr. and Mrs. Fred Slocum and Grace Myers, *Advertiser,* Caro, Mich.; Mr. and Mrs. H. F. Staple, *Mail,* Rockport, Mo.; C. E. Schwing, *Iberville South,* Plaquemine, La.; Mr. and Mrs. G. Y. Walbright, *Messenger,* Stroud, Okla.; Jasper Collins, *Watchman,* Carthage, Tex.; C. F. Thomas, Waco, Tex.; Mr. and Mrs. R. C. Echols, *Star,* Mangrum, Okla.; Miss M. Garrett, *Herald,* Boulder, Col.; J. H. Lowry, *Signal,* Honey Grove, Tex.; Mrs. Rose L. Colby, *Star,* Chicago Heights, Ill.; Miss Mabel Prouty, *Star-Capitol,* Topeka, Kan.; Mr. and Mrs. John Dymond and daughter, *Planter,* New Orleans, La.

Greenwood—Lawrence B. Stringer, captain. Mrs. Estelle Ryan Snyder and daughter, Bessie, *Herald-Recorder,* Maywood, Ill.; Mr. and Mrs. C. J. Lumpkin, *Enquirer,* Carlinville, Ill.; Mr. and Mrs. L. B. Stringer, *Daily Courier,* Lincoln, Neb.; Mr. and Mrs. P. S. McGlynn, *Dispatch,* Moline, Ill.; Mr. and Mrs. C. C. Givens, *Democrat-Messenger,* Mt. Sterling, Ill.; Mr. and Mrs. J. M. Sheets, *Oracle,* Oblong, Ill.; Mr. and Mrs. L. A. Constantine, *Beacon,* Aurora, Ill.; Mr. and Mrs. J. W. Wild, *Free Press-Gazette,* Nokomis, Ill.; Mr. and Mrs. C. S. Coulson, *La Harper,* La Harpe, Ill.; Mr. and Mrs. G. W. Hughes, accompanied by Miss Susie Shaw, Maroa, Ill., and Miss Ida Kline, Decatur, Ill., *Register,* Clinton, Ill.; Mr. and Mrs. W. W. Folsom, *Gazette,* Hope, Ark.; Miss Helen Madare, Lexington, Ky.; Miss Bessie Riley, representing *Tribune,* Garden City, Kan., Greely, Kan.; Charles M. Clark and Mrs. Josephine Clark, *Southern Standard,* Arkadelphia, Ark.; R. L. Davis, *Democrat-Message,* Mt. Sterling, Ill.; R. B. Parker, *News-Herald,* Lincoln, Ill.; J. N. Stokes, *Journal,* Highland, Ill.; G. P. Linn and daughter, Grace, *Gazette,* Sumner, Ia.; C. W. Sowerwine, *Ledger,* Noblesville, Ind.

DESERT OF ARIZONA.
Water color sketch by A. B Burk.

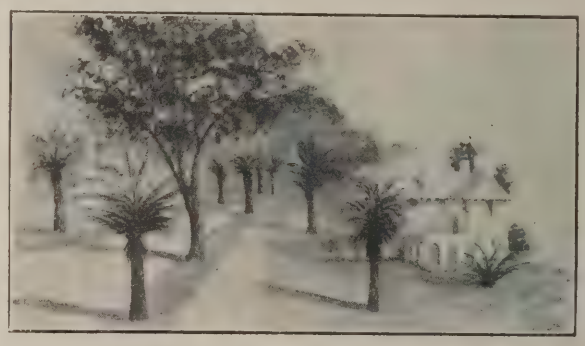
Luzano—C. W. Robbins, captain. Mr. and Mrs. Thos. Brooks, Miss May Wallace Brooks, *Mail,* Bedford, Ind.; Mr. and Mrs. J. P. Cilley, *Courier-Gazette,* Rockland, Me.; Mr. and Mrs. M. P. Cretcher, *Pantagraph,* Sedgwick, Kan.; Mr. and Mrs. G. Y. Fowler, *Times,* Frankfort, Ind.; Mr. and Mrs. W. B. Frost, *Manufacturing Jeweler,* Providence, R. I.; Frances V. Gullifer, *New Age,* Augusta, Me.; Mr. and Mrs. L. O. Haskell, *Advertiser,* Pittsfield, Me.; Mr. and Mrs. W. F. Hatfield, *Pioneer,* Alva, Okla.; Mr. and Mrs. H. C. Hotaling, *Enterprise,* Mapleton, Minn.; Miss Anna B. Hull, *Herald,* Kansas City, Kan.; Philip Isaacs, *Free Press,* Fort Myers, Fla.; Miss Florence J. Stout, *Free Press,* Fort Myers, Fla.; Byron J. Cain, *News,* Belle Plain, Kan.; V. J. Lane, *Wyandotte Herald,* Kansas City, Kan.; Mrs. Julia C. Lazette, Philadelphia, Pa.; Mr. and Mrs. S. W. McGarrah, *Nationalist,* Manhattan, Kan.; E. A. Merriman, *Bulletin,* Madison, Me.; Mrs. H. S. Morris, *Journal,* Lebanon, Ill.; Mr. and Mrs. J. W. Mills, *Post,* Sheridan, Wyo.; Mr. and Mrs. F. H. Potter, *Herald,* Pascong, R. I.; Mr. and Mrs. C. W. Robbins, *Enterprise,* Old Town, Me.; W. R. Smith, *Eagle Plain Dealer,* Garnett, Kan.; Mr. and Mrs. Frank G. Pabor, *Pabor Lake Pineapple,* Deland, Fla.; T. E. Leftwich, *Tribune,* Winfield, Kan.; Miss Sara Warwick, Leftwich.

Venezuela—B. F. Lauthain, captain. Mr. and Mrs. B. F. Louthain, *Daily Pharos,* Logansport, Ind.; Mr. and Mrs. R. W. Thomas, *Vidette,* Pond Crus, Okla.; Harriet Conologue and mother, *Standard Sun,* Kendallville, Ind.; Mrs. Anna B. Jenks, *Republican,* Henry, Ill.; M. F. Greenleaf, *Journal,* Savanna, Ill.; Miss Betty Duke, *Herald,* Kemper, Miss.; W. H. Craig, *Daily Ledger,* Noblesville, Ind.; Mr. and Mrs. H. C. Martin, *Weekly News,* Lenoir, N. C.; Mrs. W. C. Hammer, *Courier,* Sheboro, N. C.; W. K. Jackobson, *The Progress,* Washington, N. C.; Clarence H. Poe, *Progressive Farmer,* Raleigh, N. C.; Mr. and Mrs. D. E. Cobb, *Enterprise,* Emerson, Neb.; F. O. Edgecombe and wife, *Signal,* Geneva, Neb.; Mr. and Mrs. M. W. Murray, *Times,* Pender, Neb.; Mr. and Mrs. A. B. Crampton and daughter, *Citizen-Times,* Delphi, Ind.; Mr. and Mrs. W. G. Purcell and daughter, *The Chief,* Broken Bow, Neb.; C. H. Green & Son, *Standard,* Marion, Ala.; L. P. Cashman, *Democrat,* Vicksburg, Miss.; Miss Kate Cashman and brother, Bernard, *The Post,* Vicksburg, Miss.; L. H. Hines, *Daily Times,* Union City, Ind.; Miss Georgiana Raby, *Dawn,* St. Louis, Mo.; Mrs. Kathleen Garrison, Miss Lulu Garrison, *Times-Journal,* Oklahoma City, Okla.; C. H. Thomas, *Democrat,* Corydon, Ind.; E. O. Rose, *Magnet,* Angola, Ind.

Armandale—C. D. Hellen, captain. Mr. and Mrs. E. F. Medary, *Democrat,* Waukon, Ia.; Mr. and Mrs. C. A. Noble, *Graphic,* Glidden, Ia.; Mr. and Mrs. J. P. Kamrar, *Daily Journal,* Webster City, Ia.; George M. Barron, *Reporter,* Foxboro, Mass.; G. S. Turrill, *Bee,* Jefferson, Ia.; Mr. and Mrs. C. H. Smith, *Daily Messenger,* Fort Dodge, Ia.; Mrs. Harvey Ingham, *Daily Register and Leader,* Des Moines, Ia.; Mr. and Mrs. R. E. Dowell, *Advocate,* Artesian, S. D.; Irving Todd and daughter, Louise, *Gazette,* Hastings, Minn.; Miss Anna Herrick, *Daily Capital,* Des Moines, Ia.; Miss Harriett Moberg, *Advocate,* Amherst, Wis.; Mr. and Mrs. H. E. Cole, *News,* Baraboo, Wis.; J. C. Palmer, son and daughter, *Wave,* White Lake, S. D.; Mr. and Mrs. L. D. Milne, *Guardian,* Mitchell, S. D.; Mr. and Mrs. J. K. Coe, *News,* Bryant, S. D.; Mr. and Mrs. W. F. Parrott, *Reporter,* Waterloo, Ia.; Mrs. Matt Parrott, *Daily Reporter,* Waterloo, Ia.; C. Berghino, *Herald,* Clara City, Minn.; P. T. McCutchen, *News,* Newman, Ga.; J. A. Richardson and Dr. J. W. Lucas, *Tocsin,* Indianola, Miss.; Mr. and Mrs. C. D. Helle and Miss Bessie Counts, *Daily Journal,* Webster City, Ia.

Rouen—J. H. Hard, captain. Miss Blanche Grant, *Renfrews Record,* Alva, Okla.; Mr. and Mrs. J. P. Renfrew, *Renfrews Record,* Alva, Okla.; C. H. Greer & Son, *Standard,* Marion, Ala.; Mr. and Mrs. William Meeks, *Times-News,* Gadsden, Ala.; Miss Lila Thomas, *Grant County Vidette,* Pond Creek, Okla.; Mr. and Mrs. M. L. Thomas, *Grant County Vidette,* Pond Creek, Okla.; Miss Gail Sipes, *School Herald,* Oklahoma City, Okla.; Mr. and Mrs. Jasper Sipes, *School Herald,* Oklahoma City, Okla.; J. C. Lawrence, *Bullock County Breeze,* Union Springs, Ala.; Mr. and Mrs. F. D. Northrup, *Farm Journal,* Oklahoma City, Okla.; A. W. Holston, *Sun,* Lafayette, Ala.; Misses Bessie and Maude Holston, *Sun,* Lafayette, Ala.; Miss Fannie Read, *Herald,* Ensen, Ala.; Mr. and Mrs. G. W. Read, *Herald,* Ensen, Ala.; Ed Clark, *Oklahoma,* Oklahoma City, Okla.; Mr. and Mrs. Roy Stafford, *Oklahoma,* Oklahoma City, Okla.; H. B. Gilstrap, wife and child, *News,* Chandler, Okla.; Mr. and Mrs. J. J. Burke and wife, *Transcript,* Norman, Okla.; Edward Flick, *Peruvian,* Oklahoma City; Mrs. Mattie H. Flick, *Peruvian,* Oklahoma City; Mrs. Bert McFadden, *Peruvian,* Oklahoma City, Okla.; Mr. and Mrs. W. L. Bradford, *Southwestern School Journal,* Oklahoma City; Mr. and Mrs. J. H. Hard and wife, *Journal,* Bessemer, Ala.; Mrs. M. D. Chandler, *Journal,* Bessemer, Ala.

In anticipation of a famine while crossing the desert lands each car organized a commissary department, but the commissary was not very successful and was abandoned after we reached the more populous part of the Pacific coast. Here indeed we had, as a rule, more fruit than could be disposed



VIEW AT PASADENA, CALIFORNIA.

Water color sketch from memory, by A. B. Burk.

of, for at nearly every stopping place boxes of cherries or oranges were distributed through the train by local committees, which gave us a surfeit of fruit.

We left Los Angeles about 8 o'clock in the morning of June 21, bound for Santa Barbara, where we arrived an hour before noon. Our route carried us into Santa Clara valley, a rich fruit country, and through the one-time summer resort, called Summerland, where the novelty may now be seen of oil wells driven in the sea. The railroad runs along the shore for some miles and affords pleasant views of the ocean, with outlying islands. Santa Barbara itself is on the seashore and has a pier from which steamers make the voyage to San Francisco. At Santa Barbara we were met by a committee of the Board of Trade and escorted to the Potter Hotel, one of the largest and finest on the coast.

It is situated on high ground, overlooking the sea, and is surrounded by magnificent flower gardens and lawns. The hotel is six stories in height and has accommodations for 1,000 guests. Its appointments are of the best and the table unsurpassed. The Potter maintains its own poultry yard, squab ranch and dairy farm and one does not have to leave the hotel to obtain any of the luxuries or conveniences of a modern city. Soon after luncheon, a committee of the Board of Trade of Santa Barbara, led by a former Philadelphian,

Dr. Stambach, appeared with tally-ho coaches, carriages and other conveyances, sufficient in number to take the entire party, of more than 300 guests, on a delightful mountain drive of about twenty-five miles. Our first stopping place was at the Santa Barbara Mission, which is more than one hundred years old, but is well preserved, and continues to this day its religious services. The brothers cultivate the soil of the mission lands and render the mission itself self-sustaining. The roads are excellent and afford fine views of mountains on one side and the sea on the other. Far up on the mountain-side we came upon the country seat of a landscape artist, Mr. Eaton, who, although not advised of our coming, welcomed us with the most generous hospitality, invited us to despoil his orange trees and, with little delay, served the entire party with lemonade. Mr. Eaton's scheme of landscape gardening, which is very effective, is, by judicious trimming, to open up vistas in the natural forest of oak. To keep the trees and shrubbery in fine condition he has provided pipe lines, carrying water into the trees, and from their branches he can turn on sprays of water that spread over a wide area. The orange groves are irrigated and very productive, while the scenes about his mansion excel in beauty any artificial creation of the gardener's art. The trees and shrubs are of nature's planting; what Mr. Eaton has done is to assist nature by judicious trimming and cutting away of underbrush and obstructing trees, so as to form pleasant vistas and promote the growth of the trees allowed to remain. From Mr. Eaton's place we descended toward the ocean, passing many other fine residences and viewing, in the distance, the Hotel Potter and the sea beyond. We returned to the hotel in time for dinner and left Santa Barbara in the evening for Del Monte and Monterey.

California is such a big state and is so cut up by mountain ranges that it has a great variety of climatic conditions, and what may be true with respect to the climate in one section may not be true of a place only a score of miles away. Santa Barbara enjoys an exceptional climate, for the reason that the coast line at that part of California faces the south and the city is sheltered from the cold trade winds that blow from the northwest, over the upper part of California, by a high mountain range. The Santa Barbara channel, 25 miles wide and 70 miles long, formed by outlying islands, carries a return current from the south that is quite warm, ranging from 60 to 74 degrees. There are seldom any breakers on the coast and the temperature is remarkably equable. In ten years the temperature reached freezing point on only one day, and in the same period there were only 14 days in which the temperature exceeded 90 degrees. On an average the temperature is above 80 degrees on only 23 days in the year, and the warmest nights in ten years (two in number) registered 67 degrees. The average velocity of the wind is 3½ miles per hour, and the humidity is also very low, the annual average being 71 per cent, and that of the winter months only 67 per cent. The sunshine record gives an average of 240 clear days per year, and of the remaining days 65 are partially cloudy, with sunshine part of the day. A large section of Southern California enjoys a climate free from great variations of temperature between summer and winter months, but no other part has as equable temperature as Santa Barbara. A little to the north of Santa Barbara, the coast line begins to run almost due north and south, and, being without sheltering islands, is exposed to the cold and fog of the northwest trade winds, which prevail two-thirds of the year. Even in that part of California, however, there are rich valleys sheltered by the coast range, which have delightful climatic conditions, but nothing to compare with those of Santa Barbara, Los Angeles, Pasadena and other noted resorts in Southern California.

Our trip from Santa Barbara to Castroville, and thence by a branch line to Del Monte, had been made at night and we missed seeing many points of interest. The road follows the coast line to San Luis Obispo, and thence northward traverses Salinas Valley, back of the coast mountains. There are many famous springs and mountain resorts accessible from stations along this part of the route, chief among them being Vancouver's Pinnacles, a great mass of rocks and boulders discovered by Vancouver in 1794. Our objective, however, was Del Monte, where the famous hotel of that name stands in a magnificent grove of live oaks, surrounded by wonderful gardens, a cypress maze, and other features of interest. From the train we passed through the grounds of the hotel, some of the party stopping for breakfast and others hurrying off to a trolley line that carried them in a few minutes to Monterey, the oldest city on the California coast. A few continued their journey to Pacific Grove, a new seaside resort, mainly settled by Methodists and a center for Chautauqua lectures and conventions of religious bodies. Del Monte, Monterey and Pacific Grove form practically one settlement on the shores of Monterey bay, each with charms of its own. The old city is picturesque and contains many places of historical interest. Here is the first custom house built in California—the first frame house built in the state—now moss-covered and in a dilapidated condition; the first brick house, the monument to Father Junepero Serro, who founded Monterey in 1770. The monument is erected near the trunk of an old live oak, which stood there at the time of Serro's first visit and lived until a year ago, when it was killed by an irrigating dam. At Monterey there are great fisheries, and glass-bottomed boats carry visitors over the marine gardens, as at Catalina islands, but we had no time to make a second excursion of this sort. The stores of the fishermen engrossed our attention. Here we bought abalene shells, from which large pearl buttons are made. They are five or six inches in diameter, nearly round, and very thick. The interior of the rough shell is of a fine pearly luster and the backs may be polished to produce mantel ornaments, but the shell in its natural state is itself an ornament. The fishermen say that the bivalve is very good to eat. Here, also, we bought skins of the grebe, a water fowl with extremely fine feathers so thickly grown over the breast as to present the appearance of fur. They are lustrous white, shading into grey, and sometimes into brown. Some remarkably large and fine specimens were obtained. Other skins were of the loon, and some of these, of a deep bronze green color, were as beautiful, in their way, as the skins of the grebe. When we left Monterey we were pretty well loaded down with spoils, and the shells were so heavy that we packed them in trunks for the amusement of baggage masters.

Returning to Castroville at noon we resumed our journey, traveling by the coast line to Santa Cruz, which is directly across the bay from Monterey. This is a beautiful seaside resort with a large casino on the beach and an abundance of amusement features. Back of the casino is a large tent-city, where families spend their summer vacations at little cost. Adjacent thereto are large and well appointed hotels. After a night of entertainment at the casino, which included dancing to the music, vocal and instrumental, of the Hawaiian band, we retired to our cars, with promises of entertainment the next morning at the grove of Big Trees. Our cars could not be carried over the narrow gauge line leading to Big Trees, seven miles away, so a special train was provided to carry one-half of the party, while the remainder made the journey in carriages, over a beautiful mountain roadway. Returning, those who had gone by train returned in carriages, and vice versa, so that we all had a fine view of the beautiful country, traversed at different levels by the two roads.

The big trees form a magnificent grove and are inferior only to those at Mariposa, of which they are cousins. The big trees of the Sierra Nevadas are Sequoias gigantea; those of the station called "Big Trees," near Santa Cruz, are Sequoias sempervirens. In the hollow butt of one of these trees, now known by his name, General Fremont camped in 1846 and fifty years afterwards revisited his old home. In this tree twelve of our party gathered at one time without discomfort. The giant of the grove is 65 feet in circumference and 306 feet high. There are many others of almost equal magnitude. One group of the trees formed a clump of such magnitude that fifty-two people clasped hands to encircle it. Many of the trees have been set apart to honor distinguished visitors to the grove, such as Fremont, Grant, McKinley and others, and during our visit one was dedicated

NATIONAL EDITORIAL ASSOCIATION TREE.
Water color sketch by A. B. Burk.

to the National Editorial Association, and will, hereafter, bear a tablet to that effect. Some of these big trees are estimated to be 9,000 years old and the roots apparently never die, for when one is cut down another grows from the stump. They furnish the famous redwood of California, but the larger specimens are, of course, preserved.

At Big Trees we were entertained by the ladies of Santa Cruz with a fine luncheon, made more attractive by the table decorations and the graceful service. Upon our return to the cars we were greatly surprised to find that another committee of ladies had taken possession during our absence. Each Pullman was profusely decorated with flowers, festooned from the fixtures and trailed over the backs of the seats. Each had its own combination of flowers, with due regard to color effects, and so much good taste was exhibited that it would be invidious to make comparison. We can, however, say that the decorations of the car Rome, with sweet peas, carnations and asparagus, made a particularly pleasing combination. We did not have a chance to thank our generous entertainers, but were hurried away to San Francisco, leaving a few of the tardy ones behind. We made the four hours' run by daylight, through a most attractive agricultural country, a feature of which was a field of sweet peas in bloom, stretching as far as the eye could see. On the way we passed San Jose, famed for its flower and fruit culture, and Palo Alto, reputed to be the handsomest city on the coast. This is the site of the Leland Stanford, Jr., University, one of the greatest educational institutions in the country. Menlo Park, a popular country residence place, has a familiar name, because of another Menlo Park in New Jersey, where Edison had his laboratory at the time he perfected the incandescent electric light that bears his name.

Reaching San Francisco late in the afternoon of June 23, a committee of the Chamber of Commerce met us at the depot and escorted us in trolley cars to the St. Francis Hotel, a new hostelry, and one of the finest on the coast, where we were very well entertained during our brief stay in the city. Blindly following tradition, many members of the editorial party wasted their time in a trip through Chinatown, which, at present, is a commonplace quarter of the city. The Chinese have become so far Americanized that they no longer present the novelties of life that once made their quarter an attraction to tourists. Moreover, the health officers and other officers of the law have so well performed their work of purifying the quarter, physically and morally, that it has ceased to offer inducements to the prurient or morbidly curious. There is no longer any reason why tourists should go to Chinatown, except in daylight, to visit the magnificent stores of the Chinese merchants. Here the souvenir fiend may find an abundance of curios worth carrying home and at all prices, from a few cents to hundreds or thousands of dollars. The Chamber of Commerce committee was on hand early the next day to escort our party in trolley cars for a ride through the city, including a visit to the Cliff House, where a view is given of the entrance to the bay. This bay, by the way, is not fully appreciated, except by those who study the maps. It would be a great bay if it extended only to the wharves of San Francisco and Oakland, but it stretches north and south of San Francisco for many miles, forming a kind of inland sea, receiving at its upper end the waters of the Sacramento river. Seen from the numerous hills, upon which the city is built, or from the neighboring mountain tops, the view of land and water is unexcelled. Because of its hills, San Francisco built the first cable railway; but the cable has given way to the trolley and now San Francisco has entered upon a new era of growth, because the facilities for communication have been greatly multiplied by the building of trolley lines. Our tour of the city included a view of Golden Gate Park, one of the most attractive pleasure grounds in the country.

In the afternoon the party divided, some going to Oakland, for a visit to the University of California at Berkeley, and others making the trip to Mount Tamalpais. The feature of chief interest reported by those who visited Berkeley was an amphitheater, seating 8,000 persons, which is nothing more than a hole in the mountain side with seats around a perfect circle. There is no roof, but persons talking in an ordinary tone of voice on the stage can be heard throughout the auditorium. The seats and steps are of stone.

The trip to Mt. Tamalpais was one of the most enjoyable of the entire journey. The boat crossed the bay to the north side and the tourists were then carried by the North Shore Railroad from Sausilito, the landing place, to Mill Valley, six miles distant. Here the mountain railroad begins. It is advertised as "the crookedest railroad in the world." It is between eight and nine miles long and rises to a height of 2,500 feet. It has 281 curves, the longest piece of straight track is only 413 feet in length and one of its features is called a double bow knot, the road describing the letter S four times. Near the summit is the tavern of Tamalpais, a

favorite resort of San Franciscans on warm nights. The view from the summit is indescribably grand. Spread out before one are not merely the cities of San Francisco, Oakland, Berkeley and the great bay of San Francisco, but the ocean itself on one side and the encircling mountains, including Mt. St. Helena, on the other. The views change with the shifting light and visitors find at Mt. Tamalpais that variety of aspect which is one of the characteristic attractions of mountain and sea views to the observant. The character of the view from Mt. Tamalpais is such that the visitor to San Francisco could not do better than visit Tamalpais first of all, for he would thus obtain at the outset a clear understanding of the topography of the city and the surrounding country.

We were to leave San Francisco the next day (Sunday), taking our train of Pullmans at Oakland at 1 p. m., so that we had little time for sightseeing on Sunday morning, but some of us managed to climb Nob hill, crowned by some of the finest residences on the Pacific coast, and from which we had another fine view of the Golden Gate and the harbor. We were all glad, however, to get back home, which, for the time being, meant the Pullman cars, and to find, when we arrived, that the house cleaning season was over. The cars were as clean as when we started, but the floral decorations had disappeared. Our route from San Francisco to Sacramento led us across the Sacramento river, the train being carried over bodily on an immense ferryboat 424 feet long and 110 feet wide. The train was divided into three sections, all being easily accommodated on the one boat, which is capable of carrying 36 large freight cars at one time. The boat carried us from Porta Costa to Benicia, the latter place being chiefly distinguished as the birthplace of John C. Heenan, the "Benicia boy," a prize fighter who won distinction in his engagement with the British champion, Tom Sayer, as far back as 1860, when prize fights were fought with bare knuckles. This fight lasted over sixty rounds, although Sayer's arm was broken early in the contest, and ended in a draw because the crowd broke into the ring. A few of our party remembered the excitement attending the fight, but, such is fame, the majority had never even so much as heard of the Benicia boy.

Our route, after crossing the river, followed its banks and we passed a long section quite slowly, because the track has a bad habit of disappearing into sink holes—a quicksand formation that gives a great deal of trouble to the engineers.

The Sacramento valley is a beautiful farming region and the pastures in sight of the train were filled with cattle and sheep. But the sink holes spoiled our programme. They delayed us so much that when we arrived in Sacramento darkness had set in and we had to view the capital city by electric light. This was the more to be regretted because Sacramento is worth seeing and its citizens had prepared for us a generous reception.

The committee of citizens which met us on our arrival would have been glad to have taken us at once for a ride about the city, but we were too hungry for that, and not until we had been more or less refreshed at the restaurants and hotels, did we accept the hospitality of our entertainers. It was then too dark to permit us to see much, but we managed to get to Fort Suter, an old outpost which has been restored and is now in good condition; visited the art gallery presented to the city by Mrs. Crocker, and, late at night, attended a reception in the capitol building, a brilliant function which most of us were too tired to enjoy.

The night was spent in travel, during which, we were told, we crossed the Sacramento river nearly a score of times, but we were not aware of the fact and morning found us at Dunsmuir, where we took breakfast, a few in hotels, but the greater number in the streets, where improvised eating stands had been erected.

After leaving Dunsmuir we learned that our train had been the cause of a bad wreck on the road. It had been mistaken by the engineer of a freight train for the second section of a passenger train and, as a result of his mistake, he had pulled out of a siding and crashed into the second section of the regular train. From Dunsmuir our route carried us through a mountainous region leading to Shasta Springs and beyond, and all day long, snow-capped Shasta was in sight.

A stop was made at Shasta Springs, a mountain resort, with mineral springs, a fine hotel and innumerable scenic attractions.

The road from Shasta Springs over the mountains to the Rogue river valley is one of the most picturesque in the west. The grade is very steep and the road doubles upon itself many times before the summit is passed and it begins to descend into a picturesque valley—that of the Rogue river. Our first stopping place in Oregon was at Ashland, where we began a week's experience with the most delicious cherries grown anywhere. At every stopping place baskets or boxes of cherries were presented, until we were surfeited with the fruit. Our doctor had several cases of illness to attend during the journey, but he alleged that the sickness was due to nibbling at the fruit, not to excessive eating. According to his theory, and it is plausible enough to deserve attention, indigestion is more likely to be caused by occasional indulgence than by gluttony. According to his theory, one should (if he eats at all), consume a considerable quantity of fruit at a sitting—enough to start the gastric juices, and thus provide the means of digestion. Evil results follow only when one eats a few cherries at a time, a quantity insufficient to excite the digestive apparatus. In such a case the food taken lies in the stomach undigested, and gives rise to stomach troubles; whereas, a sufficient quantity would set in motion the processes of digestion and relieve one of trouble by the natural processes of assimilation. This theory is sufficiently rational to deserve consideration.

Our other stops on the way to Portland were unimportant. We got a glimpse of Medford at nightfall and of Albany the next morning, and at both places received gifts of cherries, but did not stop long enough to do more than acknowledge the courtesies of the citizens. Breakfasting at Salem on June 27th we had time for a ride about the capital city of Oregon and before noon arrived at Portland, as described in the September number of the PRINTER-JOURNALIST.

* * *

WISDOM FOR WORKERS.

Bacon said every man should consider himself a debtor to his profession, and in proportion as he gains profit from same, should labor the more diligently to become a help and ornament to it.

Remember that when a competitor attacks you, he attacks the weak spot in your business. Be thankful, therefore, and strengthen the weak point. Don't ever make the mistake of showing your competitor his weak points by a counter attack.

Prune expenses carefully, but don't drive the ax into the heart of your business.

It is a good thing to say what you mean and mean what you say, but best of all is to mean right and do right.

Merit is a good thing to possess. Merit may be found out, but it will be quicker known if you let the people hear you. A man who has a tin horn and blows it gets more credit than the man who has a golden horn and blows it not.

There is a time to criticise, and there is a time to encourage; the editor who knows when to do each is a world benefactor.—*Star Solicitor.*

REVIEW OF JOB WORK

BY E. S. HANSON, CHICAGO, ILL.

Address all Communications for this Department to
E. S. Hanson, 1524 E. Ravenswood Park, Chicago, Ills.

WORK for the job printer is now coming on apace. The business man, the professional man, the manufacturer, are all keenly engaged in the struggle for their share of the things of this world. And they cannot get them without the help of the printer. And just as the lawyer who can win cases for his clients is the one who will have the most clients to work for, so the printer who can by intelligent, effective, workmanlike treatment win business for his customers, will have the most customers. "So run that ye may obtain." Do not allow a rush of work to make you careless of the quality of your output. Better turn away one job when you are crowded than have two customers leave you because of hastily executed work.

And through all your busy days, do not forget this department. You will be turning out a large variety of work. Let us have samples. And will our friends remember, please, that this department is written the first of the month preceding the date of publication, so do not be disappointed if your specimens are not always reviewed as soon as you had expected. We aim to mention every specimen which comes to our desk just as soon as practicable. Some specimens which come to us are not securely wrapped, and it is very probable that some which are sent out for this department never reach us at all.

I trust we may have a little contest in the line of job composition before long. And I suspect it will be along the line of just the ordinary run of every-day work. For printers will be too busy for some months to come to spend time on any special "copy" for a prize competition. So if you do any work as you go along that you think is unusually worthy, just save a few copies in case the call should come. And in the meantime I shall have a talk with the publishers as to what the prize may be.

F. A. Van Gelder, Lima, N. Y.—Your little booklet, "Our Hobby Is Printing," is a catchy idea, and well gotten up from a mechanical standpoint. The most I have to suggest is that your office needs a few new fonts of type of latest design. Our customers all over the country are keeping closer watch of styles in type than they used to do, and it is up to us to keep in style. So when you are buying, be sure to buy the very latest thing that will serve your purpose. A customer of mine recently came into the office for about $15 worth of work, and in the end left an order for three times that amount, just because I showed him a tasty job we had just completed in a new series of type. The Allen statement is a neat piece of work, though many people object to ornamentation on a statement. If the points were left off the ends of lines in the center panel, and the lines squared up, the effect would be better. I do not like the straight metal border which you use on several of your jobs. Think a brass rule used in connection with the metal corner pieces would be preferable. The brown ink which you use on your own billhead and one or two of the other jobs should be improved in working qualities. The O'Neill letterhead would look much neater if the outer rule and border in tint were taken away. The Prospectus cover is neat and appropriate, as is also the cover of the Quaere Club program. The program itself has a bulky, crowded appearance. It would be improved by having the dates and names of hostesses in much smaller type and set in about two ems, allowing the program proper to stand out as the most prominent part of the page. We should have been glad to show this cover to our readers, had we a black and white print to reproduce from.

Folder and Envelope by Meyer-Rotier Printing Co., Milwaukee.

Meyer-Rotier Printing Company, Milwaukee—While belonging to Mr. Woodworth's department, I cannot refrain from making comment upon a piece of advertising matter from this celebrated firm which has come under my notice. And I shall try to reproduce it if the engraver can come anywhere near doing it justice. I trust Mr. Woodworth will see this folder, for it contains some wisdom which other printers might profit by.

Stutes Printing Company, Spokane, Wash.—A number of samples evidencing the real Stutes touch. One of them is a blotter telling of a large order completed for a New York insurance company, clear across the continent. But we don't wonder at it. A lady in Chicago recently wanted an artistic piece of work executed, and after spending the larger part of a day in getting estimates, at last went back to the highest bidder and left the work, remarking, "I know I can depend on you to get it out right." That is undoubtedly why Stutes got the insurance job. The club program does not look as well machine set as it otherwise might, but we are all getting to do it. It is so easy to give the whole thing to a linotype operator and get it up in a hurry. And as a rule woman's club treasuries are never burdened with a surplus, and they

CATALOGUES WRITTEN, DESIGNED & PRINTED.

HAYDEN, THE PRINTER

Printing and Linotype Composition

BASEMENT OF THE MASONIC TEMPLE

BELL AND UNION TELEPHONES

PRINTER OF MAGAZINES, BROCHURES & PAMPHLETS.

Hayden, the Printer
OLEAN, NEW YORK

Olean, N. Y.

Letter Head and Envelope by H. W. Osgood, Olean, N. Y.
Type in black, rules in red.

are best satisfied with the cheapest method of composition. How pleasant our work would be if we could consider every job from a purely artistic standpoint, without limitations of time or expense. An architect told me joyously a few days ago of a piece of work then on hand in which he was given almost carte blanche to design a building as nearly ideal as possible. But such opportunities, he said, are rare indeed. The Stutes choice of ornamentation is a thing to be admired. The ornaments have the appearance of being designed especially for the jobs in which they are placed. In the job which is here shown, notice how nicely the ornament "jibes" with the rest of the job. It is a part of the job, without which the work would be incomplete, and not merely something to fill up space.

H. W. Osgood, Olean, N. Y.—Some samples showing taste and the artist touch. The Wight School announcement is an exceedingly well executed piece of work. All samples are above criticism, with the exception of the Barnard statement, which has something of a clumsy appearance, owing to the large size of type used for the name. As I think I said last month, much ornamentation is not usually desirable for a statement.

M. E. Ellis, College View, Neb.—Much of your work is open to criticism. On several of your jobs you use two different styles of text letter, which is always to be avoided if possible. Many of the lines for which you use text would look much better in a plainer letter—for instance, the names of the staff on the *College Messenger* envelope. The letterhead for the *Messenger* contains a glaring typographical error. The letterhead for the Good Health Café has the appearance of overornamentation. It is disastrous, as you can see in the Union College letterhead, to try to work a half-

THE Continental Distributing Company begs to announce a change in management in both its Seattle and Spokane houses. ¶ Mr Chas. R. Brown has assumed the position of vice president and general manager, with headquarters at Seattle, and Mr. D. S. Cowgill that of secretary and treasurer, with headquarters at Spokane. ¶ Both gentlemen having been connected with this company since its organization need no further introduction. The same policy of liberal treatment to the trade will be pursued by both houses, and patrons are assured of our usual courteous attention to their interests, which we have always accorded in the past. ¶ Expressing our appreciation of the many favors we have received at the hands of the trade, we beg to remain,

Yours respectfully,
CONTINENTAL DISTRIBUTING CO.

Announcement, printed by Stutes Printing Co., Spokane, Wash. On heavy white deckle-edge paper, wide margins, rule and initial in orange red, balance in black.

L. N. MUCK, Editor

SUBSCRIPTION, $2.00 PER YEAR
$1.00, SIX MONTHS

The CHRISTIAN RECORD

A MONTHLY JOURNAL FOR THE BLIND

SET IN AMERICAN BRAILLE AND NEW YORK POINT

COLLEGE VIEW, NEBRASKA.

Letter Head in black and white, by M. E. Ellis, College View, Neb.

Booklet by Union Bank Note Co., Kansas City, Mo. Pages in sepia brown on buff enamel; cover in black and red.

tone in any kind of a metallic ink. I am inclined to take somewhat kindly to the cover for the Church School Benefit. It is decidedly German in its design, and your customers would perhaps not want many jobs in that style; but an occasional one is a pleasing change. And the presswork on it is so much better than on your other jobs as to make it very noticeable. This opportunity for criticism will no doubt disappear when your new press is installed.

Carl Samuelson, Chicago—I judge from your specimens that you are using rule in strips, cutting it yourself, and your cutter is perhaps not as accurate as it should be. This makes a roughness in the joining of rule which detracts from the appearance of your work. In your leaflet you have

FIRST
ANNUAL MEN'S FALL FESTIVAL CONCERT.

If you had changed the display to

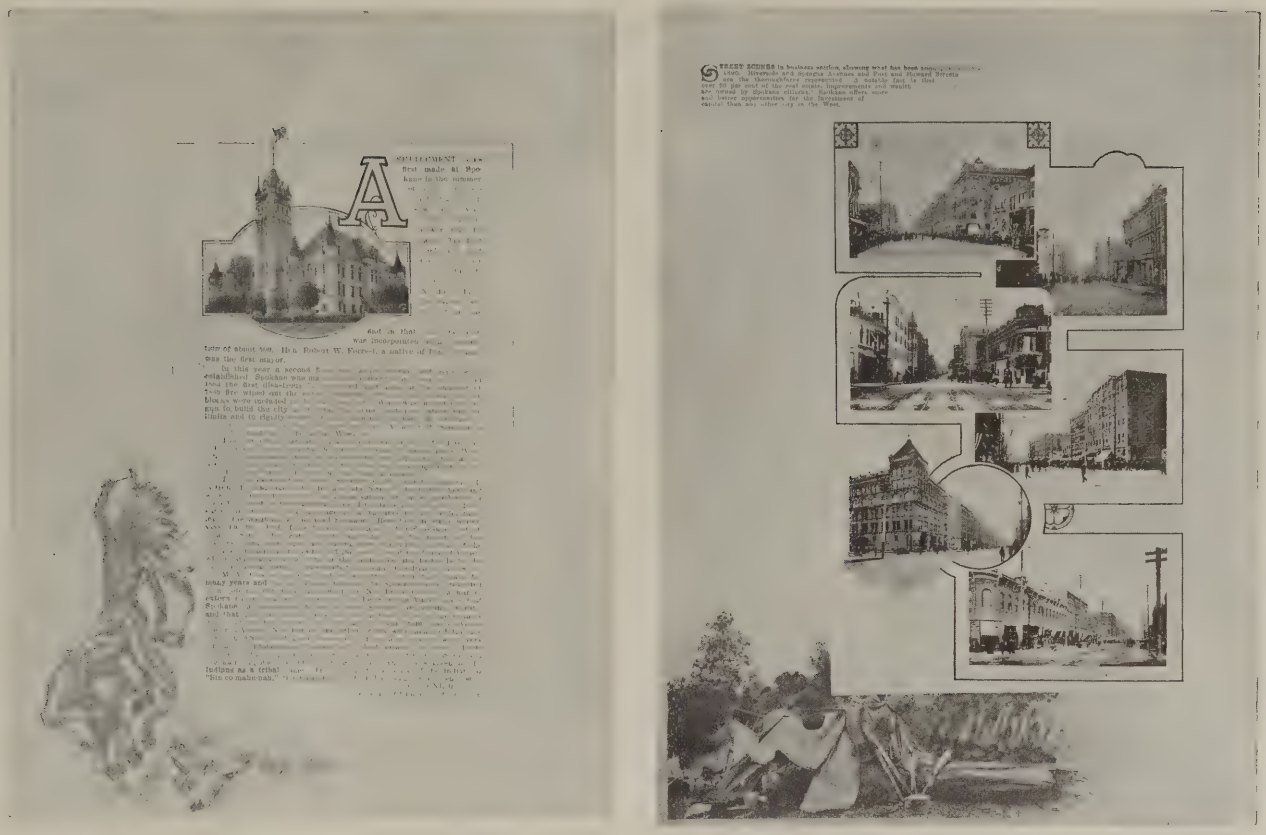
FIRST ANNUAL
MEN'S FALL FESTIVAL CONCERT

it would have been more appropriate and would have allowed you to use a stronger line. As it is, there is no strong line to give identity to the leaflet. The Gibbs folder would be greatly improved by using the gothic with which you start out for the subheads on the third page.

Union Bank Note Company, Kansas City, Mo.—The prospectus of the Monegaw Club is a handsome specimen of business-bringing art.

Chas. C. Metcalf, foreman Munising Publishing Company, Munising, Mich.—Your program, entirely in Caslon Old Style, is to me one of the most striking specimens of the lot you have sent. It is nicely displayed and well printed. I do not understand, however, why the explanatory paragraph under No. 2 is in italic and that under No. 5 in roman. In the folder, more space might have been given between the numbers. And great care should be given to the correct spelling of musical names. I am afraid you are wearing out your shaded text unnecessarily by a too generous use of it. It is decidedly out of place for anything but the most delicate uses. Printing a half-tone over a map in tint, as you have done in one of your jobs, is not conducive to the usefulness of the map or the clearness of the half-tone; but we have to do a great many odd and outlandish things if our customers insist upon them.

C. N. Ironside, New York—Even if you do not "stick type" as a regular thing now, you certainly have not lost your ability when it comes to a neat piece of composition. Your letterhead is one that would suit me exactly.



Two pages from "A Tale of a Modern City," by the Inland Printing Co., Spokane, Wash. White coated paper, halftones and text in black, cover decorations in light olive green.

McQuiddy Printing Company, Nashville, Tenn.—We reproduce the Smith Hotel letterhead, just to call your attention to the improvement you might have made by leaving the point off the main line. By means of the comma, and the unduly wide space before it, the line is thrown entirely out of center. The points might also be left off to advantage from the letterhead for the Department of Education, giving it a much better balance. In my opinion, too, the script of the date line (I believe it is Myrtle script, though I confess I am not sure as to the name) does not harmonize with the Stationers' text. The lining gothic which you use on several of your jobs would have been very suitable for your cover, though the cover is very neat as it is. Your draft set without blank lines makes a fairly neat appearance, though there are few commercial houses which care to have them that way. The letterhead of the Southern Advertising Agency is a very commendable piece of work.

Inland Printing Company, Spokane, Wash.—We wish each one of our subscribers might see "A Tale of a Modern City," the book you have published in honor of your own Spokane. And, indeed, such a piece of work does credit to any city. Photography is a poor makeshift at reproducing such work, but we shall try it on a page or two.

M. D. Billing and A. S. Bennett, Cranbrook, British Columbia—Am pleased to see your work, and glad to show one of your jobs herewith. About the only criticism I can make on this job is that you have used more colors than really necessary. The ornament, I imagine, would have looked fully as well in black. The same might apply also to the show card of the *Herald;* the job is, if anything, weakened by the use of the green. Trefoil ornaments should always be set with the stem downwards, except when used in a border. The rules which separate the three panels of this job should also be reversed, having the heaviest part of the rule next to the heav-

RATES: $2.00 PER DAY. S. A. SMITH, PROPRIETOR.

SMITH HOTEL,

DRESDEN, TENN.....190....

Letter Head by McQuiddy Printing Co., Nashville, Tenn. Lettering in black; rule and ornament in steel blue.

SCENERY UNSURPASSED

FISHING AND HUNTING

CLIMATE IS SUPERB

NATURE'S HOLIDAY RESORT

TOURISTS' PARADISE

ROOSVILLE, BRITISH COLUMBIA

An Ideal Resort Where Nature Has Been Lavish In Her Gifts

THE ST. LOUIS HOTEL

A Large, Comfortable, Homelike Place, Where Men and Women Can Enjoy an Outing Away From the Cares and Anxiety of Business and Social Life.

Man was created to work and rest, and to properly rest he must get away from his scenes of labor and worry. "Where is the best place to go for a week or more vacation?" is often asked, and it is our business to answer the question. If you want pleasure and recreation amidst scenes of beauty, where the magnificence of the scenery appeals to all that is grand and noble in the human heart; where nature still glories in her pristine wildness; where civilization seems lost in the mountains and streams, lakes and valleys; where care is unknown and the song birds carol their melodies from sunny morn to dewy eve, then come to Roosville. It is near the boundary line of British Columbia and the United States and yet only five miles from the Great Northern branch of railway, running from Jennings, Montana, to Morrissey, B C. It is within a short distance of the celebrated coal and oil fields of the Flathead valley, and the fertile valley known as Tobacco Plains. Perhaps in all British Columbia, where so many beautiful spots can be found, there are none that possess the attractive features of Roosville. The grand waterfalls, the beautiful drives and mountain trails, the great cattle ranges, the fruit farms, Wolverine basin, Paradise valley, the famous Fish lakes, where the trout are so large one is inclined to accept the story of Jonah and the whale. The eye never grows weary or the senses tired of the romantic loneliness of Roosville and the surrounding scenes, happily named the Switzerland of the Kootenays.

FRED ROO,

Proprietor and Manager St. Louis Hotel

Write for Particulars — Don't Fail to Read the Other Side

HERALD PRINT, CRANBROOK, B. C.

Circular by M. D. Billing and A. S. Becnett, Cranbrook, B. C. Blue granite stock, ink black and brownish red, with ornament in green.

iest lines of type. In the Dezall Bros. job the border is so prominent as to draw attention from the matter of the job, rather than attracting attention to it, as it should. The lecture announcement, I imagine, brought you up against the proposition of getting up a respectable display on a large card with small type. I have been there many times myself, and know how handicapped one feels. You have certainly come out of it very creditably. Your own announcement folder is very neat, indeed. The initials look somewhat small for the setting which is given them, and the wide blank space under the one on the inside of the folder detracts from the appearance. This was, no doubt, the result of leading out the page after it was set. But a little more time in running over the paragraph would have been well spent. For a new town of only 2,000, in the heart of the Rockies, your work is certainly creditable.

* *

Rex H. Lampman, Neche, N. D.—It is with much interest that I have examined your envelope printed in nine different color schemes, each of three colors. That others may get some idea of them I will try to tabulate them, though for convenience of tabulation I may not get in all the fine distinctions of color that I should:

The Chronotype
H. H. Lampman
Publisher
Return After Five Days
Neche
N. D.

	Stock.	*Rule.*	*Initial.*	*Type.*
1	Brown	Red	Green	Purple
2	Brown	Red	Purple	Gold
3	Brown	Green	Red	Purple
4	Brown	Red	Gold	Purple
5	Azure	Green	Red	Purple
6	Azure	Red	Brown	Purple
7	Azure	Red	Purple	Brown
8	Azure	Brown	Red	Green
9	Azure	Red	Green	Brown

There is not an inharmonious one in the lot, though my preference is for Nos. 1 and 5.

* * *

REPORT OF TREASURER STEEL OF THE N. E. A.

ASHLAND, PA., Sept. 20, 1905.

My Dear Mr. Herbert—I regret that a more complete and correct statement of the treasurer's account was not incorporated into the official proceedings. The item of $100 voted by the convention for testimonial for President Screws is omitted. I inclose you a complete statement of treasurer's account showing all bills paid and balance in my hands. You can publish it if you deem advisable. Very truly,

J. IRVIN STEEL, Treasurer.

Received from Treasurer Gibbs.....$1,443.24
Received from Guthrie meeting..... 2,467.25

REPORT.

Total receipts $3,910.49
Paid out:

B. B. Herbert on '94 bill	$	38.90
Recording secretary's salary		150.00
Corresponding secretary's salary		500.00
Corresponding secretary's expenses, stenographer, postage, etc		425.69
Treasurer's salary and expense account		261.50
President's expense account		60.00
Testimonial for President Screws		100.00
J. W. Carr, speaker, expenses		15.00
Rebate to Mississippi delegates		25.00
B. B. Herbert, printing proceedings in JOURNALIST		350.00
B. B. Herbert, printing 1,000 pamphlets of proceedings		135.70
J. W. Cockrum, mailing 352 pamphlets of proceedings		32.06
R. M. Floyd, expenses, postal laws committee		12.15
		$2.106.00

Amount available 3,910.49
Amount bills paid..... 2,106.00

In hands of treasurer.....$1,804.49

National Printer-Journalist

A Journal for Printing and Allied Trades

Entered at the Chicago Post-office as Second-class Matter.

BENJAMIN B. HERBERT . . . . . EDITOR

Official Paper of the National Editorial Association.

PUBLISHED MONTHLY BY THE

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BENJAMIN S. HERBERT . . . . . Secretary

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ADVERTISING RATES PROMPTLY FURNISHED UPON APPLICATION

The NATIONAL PRINTER-JOURNALIST is unequalled as an advertising medium in its field. No attention paid to postal card requests. Information cheerfully furnished to all patrons.

Subscribers and patrons will confer a favor on the National Printer-Journalist Company by sending in the names of responsible newsdealers who do not keep the monthly on sale regularly.

Manuscript sent in for publication must be accompanied by a letter of explanation and return postage.

CHICAGO, NOVEMBER, 1905

Coöperation of capital and labor is always beneficial. Combinations of either capital or labor, one against the other, or against individuals or firms, the people in general or public interests, are always hurtful and often criminal. There should ever be made a distinction between selfish, unjust, tyrannical, oppressive, dishonest combinations and helpful, uplifting, honest coöperation.

* * *

A speaker at the Inland Daily Press Association, a few days ago, stated that the proprietor or employer who signed a contract for a closed shop violated the laws of his country. He was right in this. The signing of such an agreement is a conspiracy against the legal rights of others and the parties thereto are liable to punishment by fine or imprisonment. Unlawful trusts must go.

* * *

The approach of the Holidays and the New Year, brings new business to the newspaper and the printing office. It is the time of the year of active buying and of parties and all kinds of social events, hence of increased news and advertising. Home news becomes more plentiful and more important. It is high time to commence work on Thanksgiving and Christmas editions and the annual numbers showing the building, the manufacturing, the commercial, educational and other statistics, progress and accomplishments of the year. Every newspaper should have an annual edition. It should be kept in mind and planned for during the whole year but the real work falls in November and December. These special issues bring new business and bring new friends. We have often urged that the newspaper and the printing office should ever keep in touch with the spirit of the people and the seasons. They should lead in all that tends to social enjoyment and good feeling. The home returners should receive proper notice at Thanksgiving and it is a good practice to devote a liberal space to the whereabouts and the doings of former residents, among whom every home newspaper ought to keep up a good list of subscribers.

People like to read about old friends and neighbors who have found homes elsewhere.

There should be reading matter, editorials, stories, poems and illustrations appropriate to each general holiday, and a special effort be made to chronicle all the events pertaining thereto.

The newspaper should be seconded by the job office. Souvenirs, programs, diaries and all kinds of attractive novelties should be provided and urged upon the attention of business men and society officers. November and December are the natural harvest months for newspaper publishers and printers. We can only suggest in a general way, but lessons should be learned from the stationers, the plate and ready print houses, who show a world of enterprise in putting forth all kinds of specialties for this season.

* * *

A square deal and equal opportunity to each and all are again becoming more and more the controlling principles and sentiments of the American people, after a period of seeming submergence by greed, pride in wealth and position, monopoly of both capital and labor, selfishness, cruelty, violence, dishonesty, imposition, bluff and graft. Bankers, transportation and financial corporations, insurance companies and those controlling and conducting public utilities or handling the world's necessities, are now being forced to make good. The press has had a glorious part in this revival of these tenets and sentiments of the religion of liberty, and has much work yet to do before an entire return, in practice as well as in theory, to the fundamental principles of our free American government. The great advance that has been made is well illustrated in the victory of the United Typothetae for the open shop and equal opportunity for all workers and the right for every man to make free contracts and to control his own business.

The reports in this contest, received up to October 23 from the office of Secretary Macintyre in New York City, establish the fact that all the Typothetae offices are running with nearly the full quota of men and in many places the strike so far as the employers are concerned, is reported a thing of the past.

To quote from the last bulletin, "not only are the offices getting the men, but they are getting on an average and in many places a better quality and a higher standard of men than those who went out."

The courts, too, have stood right by the fundamental principles of this government; have enjoined all interference of strikers with the business of employers and their employes and, rightly, have held

picketing, boycotting, bribery, intimidation and all like acts that annoy others or interfere with their personal rights and independence, illegal.

* * *

We have been reading, again, about the lack of opportunities for making a living, today, as compared with the past and it has made us reminiscent. Reminiscence is presumed to be permissible to one who has reached the age where gray hairs have turned to white. We have, in our three score and more years, lived on the frontier, grubbed out stumps, split rails, cut grass for hay with a scythe, and harvested wheat with a cradle and bound it by hand; have taught school and practiced law; organized and helped conduct manufacturing corporations; edited and conducted, first, a weekly, then a semi-weekly and then a daily newspaper; run a job printing office and bindery; met men of all employments and positions from the man with the spade and the hoe, to the banker, financier, members of Congress, Governors of States, United States Senators and Presidents of the United States; have lived on the farm, in a country village, a small city and in the larger sized cities of St. Paul, Indianapolis, Chicago and Greater New York and traveled over every portion of the United States. We have witnessed the change from hand labor and the crude implements to the machines in all callings, from farming to printing. In these somewhat extended observations, and during these wonderful changes, we have never lacked the opportunity for profitable employment. We have met with losses but not because of lack of profit from the work in hand, but because of reaching for something outside, in the hopes of greater or speedier gains. We have not seen, in more than three score years, opportunities decrease, on the contrary, they have constantly increased. We are convinced both by observation and experience that never before, in the history of our country, was there such a wealth of opportunities for both young, middle aged and even so-called old men, as in this year 1905, provided, one has strength, health, intelligence, honesty, courage, industry and perseverance and does willingly whatever his hand finds to do with his whole might and skill. There were never before in the history of this country so many opportunities in publishing, newspaper making, printing and allied trades, as today. To be convinced of this, one need but read the pages of this one issue of the NATIONAL PRINTER-JOURNALIST and see how newspapers, trade journals, printing, advertising and advertising specialties have increased. Take merely the accounts of the meetings of the Inland Daily Press Association, of the Chicago Trade Press Association, of the employing printers at St. Catherines, Canada, of the great advertising show in Chicago, and the description of the model plant in New York City, how they speak of the wonderful increase of multiplied opportunities, in every line of publishing and the typographical art and allied callings. In 1873, when we graduated from law into the newspaper business, we found that in the then new State of Minnesota, a man of broad learning, a graduate of Harvard, who had been a colonel in the Union Army and had served as State Secretary and held other prominent offices, was content with, and honored for, running a weekly paper with a circulation of five hundred copies printed on a hand press. He was a fair sample of others in that State.

There were two such papers in the county then with job offices to correspond. Now there are six or seven weeklies and two dailies in the county and, besides the job offices connected with all these newspapers, there are three or four other exclusively job printing offices, two engaged principally in printing advertising specialties and employing in the aggregate some twenty or thirty traveling men and over a hundred work people. The successor to the paper, that was run on a hand press and set by two compositors, has latest improved power presses and three linotype machines and a force to match, yet the population is only about sixty per cent greater than in 1873. Newspapers have increased four fold and printing more than twenty fold.

It is the same throughout the whole country in nearly every trade or calling. The development of our industries has much more than kept pace with the increase of population, and wages have increased with the increased opportunities.

* * *

ORGANIZATION FOR SELF-PRESERVATION.

By A. W. Lee, Courier, Ottumwa, Iowa.*

Self-preservation is the first law of nature, and I am frank to state that practically the only newspaper organization which I am prepared to advocate, is organization for self-preservation. I am an individualist. I believe in individual initiative. I believe in the survival of the fittest. I believe in the Emersonian philosophy that if a man can do a thing and do it better than it has been done by anyone else, he has a sure guarantee of the recognition of that fact by all the world. I believe in trying to run a newspaper upon that basis, being firmly confident that if a publisher can, in a measure, succeed in this effort, he will make a newspaper that will take care of itself without reference to competition. I read recently a statement emanating from a Tammany Hall leader, Mr. Louis Nixon, who goes straight to the point of individual responsibility, and to individual initiative. What Mr. Nixon says is well worth consideration:

> In every relation of life, private and public, I believe thoroughly in the doctrine of personal responsibility.
>
> It is a good doctrine and yields splendid results all around.
>
> Let a man be willing to stand for his actions, either as a private citizen or a public official, and be able to say: "I ordered that," or "I am responsible for this," and the tone of citizenship will be elevated.

What Mr. Nixon says of the individual man is equally true of the individual newspaper. Hence, I do not know just why I was asked to address this association upon the topic of newspaper organization, unless it is because of the fact that the newspaper organization, which I do believe in most is a thorough and complete organization in my own business, carefully worked out in every detail. I am going to be very frank about this matter. There may be cases and local conditions where it pays to have an understanding and working agreement with one's local competitor in the newspaper business, but I doubt if, in the long run, it pays. I much prefer to go it alone and stand or fall on the intrinsic merits of my own organization and my own methods of doing business. But mind you, gentlemen, when I say, "*Go it alone,*" I mean exactly what the words imply. In my mind, so far as local conditions are concerned, this means to let my competitor entirely alone to work out his own destiny and to succeed or fail upon the merits of his proposition, while I succeed or fail upon the merits of my own. Let your competitor alone and see to it that you devote yourself mightily and all the time to attending to your own business. Stand always for what you believe is for the best interests of the public at large. In a word, stand for what you believe to be right and don't be afraid when you find your opinions and policies are opposed by powerful interests. On

*Delivered at a meeting of the Inland Press Association

the other hand don't act on the assumption that an infinite and all-wise God has extended to you a special dispensation to assist Him in running and regulating the universe. In a word, see to it that no corporation or other outside influence has, in fact, any hold upon you that can swerve you from the path of right and duty, and then give to the public and to every patron, the greatest possible value for every dollar they spend with you. Push your business all the time, keep careful double entry books and know where you are at, financially, politically and morally every day and every hour of the day, and then you can afford to let your competitor do the worrying *both about you and himself*. You will find that you need very little stand or fall, it will succeed or fail upon its own innate merits or demerits. Hence, in my judgment, there are only rare instances where the question of self-preservation requires or warrants any local organization, combination, understanding or agreement.

Of social or good fellowship organizations, I am not speaking. It goes without saying that whatever tends to promote a better feeling and better conditions along these lines, without sacrifice of principle, or interference with business methods, is good at all times and in all places.

However, in these days of trusts and combines, organization on a large scale becomes necessary at times, in order to fight organized greed and monopoly, so as to secure the natural, competitive commercial conditions that belong to a great country and a free people. I need not tell you that for the past three years the newspapers of the United States have been in the grip of the paper trust. I need not tell you that they have charged us an enormous price for paper, much more than was necessary to return to them a fair and reasonable profit on their investment. It is probable that every one of you has had the same experience in receiving, last year, and the year before, and the year before that, either directly or indirectly, representatives of the paper trust, who informed you, in a more or less menacing manner, that the price of paper would be so much, and that you had better make your contract immediately, as in all probability, if you did not do so, the price would be summarily advanced upon you at an early date. When you suggested that you would look around and see what you could do elsewhere, they smiled a smile that was childlike and bland, and gave you to understand that you were up against a condition and not a theory, and that you would buy paper at their prices and upon their terms, or you would not buy it at all. This is distinctively organization for self-preservation, and while the Inland Daily Press Association is a small affair, in proportion to the entire newspaper business of the United States, it has done more to bring about competitive conditions in the paper market in the west, than any other organization, combination or influence. What has been accomplished through this organization is but an indication of greater things that may be accomplished in the future. I sincerely believe that if this organization will come into the paper market next spring with a signed proposition on the part of its members to agree to enter into a contract to buy paper of the lowest responsible bidder to the aggregate amount of several hundred cars, that we can not only get a competitive proposition to which we are entitled, but we will get a price which will save thousands of dollars in the aggregate to the members of this association, over and above what we can accomplish in any other way.

I am in favor of enlarging, perfecting, strengthening and cementing the Inland Daily Press Association to the fullest possible extent.

In conclusion, gentlemen, let me say that in my opinion there are other important things that can be accomplished by this association and kindred forms of newspaper organizations. The American Newspaper Publishers' Association, which is made up of the largest newspapers in the country, has an annual meeting at which general topics and matters of importance and interest to the newspaper publisher are brought up and fully discussed. We are all disposed to think that the so-called "big fellow" is a wonderful individual until we come into close contact and association with him. I belong to the American Newspaper Publishers' Association and have attended a number of their meetings, but have not found that their discussions of practical newspaper questions are of any more value or exhibit any deeper knowledge of the subject than those of the Inland Daily Press Association. However, the American Newspaper Publishers' Association has, through organization during the past five years, accomplished something that has been of immense money value to its members. It has brought about an arbitration contract and agreement with the typographical and pressmen's unions that has practically eliminated labor difficulties and strikes from the offices of the members of the A. N. P. A., greatly to the financial welfare of all concerned. What the A. N. P. A. has done in this matter can just as well be done by this association for its members and I present this as something that the Inland Daily Press Association could well take up, consider and act upon.

There is very important work along the line of self-preservation to be accomplished by *state* newspaper organizations. The laws with reference to libel and official publications need attention and, using my own state as example, I believe it would well pay the newspapers of Iowa to employ a high-priced man, with a legal education and of executive ability, to make his headquarters at the state capital and devote his entire time to the general interest of the newspapers of the state. Not only should he be there when the legislature is in session, for the purpose of suggesting friendly legislation, as well as for the purpose of warning the members of the association against unfriendly legislation, but he should also watch the papers of the state and see that boards of supervisors and other public bodies comply with the law with reference to official publications. I am confident that in our state there are many counties where the boards of supervisors and other official bodies do not begin to comply with the law in this respect. The public does not get what it is entitled to and the newspapers suffer financial loss. I believe that there should be united action on the part of newspapers to bring about legislation requiring school boards to publish their proceedings and an itemized statement of their expenditures for each and every month in the year. The school boards in Iowa expend vast sums of money annually (in my own city the school expenditures are almost equal to those of the municipality), and yet beyond the mere matter of publishing a condensed statement once a year of total receipts and disbursements, the public knows little or nothing of how all this money is expended. I do not know what the law is in Illinois, but I assume that if that state had a law requiring an itemized monthly publication of school expenditures, *the late* Hon. N. C. Dougherty, of Peoria, would not have been able in five years to steal several hundred thousand dollars from the public school fund.

State organization of newspapers along right lines can accomplish many things of importance, not only to the newspapers themselves, but to the public generally. It seems to me that if the members of this association would organize *state sections* to take up, in their respective states, the work which I have outlined and other matters, it would be a start in the right direction, and would at the same time assist greatly in increasing the prestige, membership and power of the Inland Daily Press Association. We have, in the Inland Daily Press Association, a good thing. We can make our membership in the association a really valuable asset to our properties. It is up to us, gentlemen, individually and collectively to do this and I believe we have started along the right track.

Among the Associations

"In Unity is Strength"

MASTER PRINTERS OF ONTARIO ORGANIZE.

THE result of the meeting of employing printers at St. Catharines, Ontario, Sept. 28-29, was the formation of a permanent organization, under the name of "Master Printers' Guild of Ontario."

The objects stated in the constitution are "To cultivate a fraternal spirit, to ascertain the cost of printing and to reform the abuses in the trade"—all highly commendable.

If the organization can ascertain the cost of printing and establish that cost in a way to be convincing to all employing printers, a work will have been accomplished of inestimable value to the craft. This, so far, has seemed more difficult than any of the famed tasks of Hercules. To merely bring printers to a conscientious consideration of cost will prove no small benefit. There are methods by which an average or approximate cost can be reached in every printing office, but really the only entirely reliable way to fix the cost of a job of printing is to estimate general expenses, as a basis, and then to keep account of every expenditure in time or wages, stock, etc., and add thereto the proper percent of the general expenses, made up of interest on investment, wear and tear of type and machinery, cost of soliciting, bookkeeping, rent, taxes, insurance, superintendence, collecting, light, heat, power, proofreading, changes in copy and so on to the end of the list.

To ask one to estimate accurately in advance the actual cost of a job of printing, is a good deal like asking a physician to estimate in advance the cost of attendanec on a patient ill with a fever, or an artist to tell just how much it will cost him to paint in a satisfactory and artistic manner a landscape with innumerable objects and unknown possibilities and possible hindrances and accidents. Yet it has become the law by custom for printers to furnish ideas, plans and specifications without charge, and then to give a price at which the work will be turned out to the satisfaction of a customer who has no or, at least, a very vague idea of what he wants. Such being the established law of the trade, there is ever an open, unlimited field for study of all the conditions that possibly may enter into the accurate quantity unknowable in advance, to be dealt with when the work is completed. The convention at St. Catharines brought out several valuable and suggestive ideas.

One feature was the display made of specimen printing, and of paper, type and machinery. That so complete and instructive a display was made reflects much credit on the officers and committee having the arrangements in charge. The *Evening Star* said of the exhibit of typographic art and its materials and tools:

Everything conceivable in the art may be seen. There are many exhibits, and one might well spend hours inspecting and viewing the fine workmanship and delicate finish of the various designs and exhibits.

As to the quality of the different displays it would perhaps be out of place to contrast or to compare one with the other, but it is a conceded fact that Messrs. Miller & Richard, having offices in Toronto and Winnipeg, have the leading display. The display is principally composed of various catalogues, folders and designs printed upon the "Optimus"—the high-grade and valuable press, manufactured by the Optimus Printing Press Company. Mr. Charles Creighton, of Toronto, has charge of the exhibits, and he is very courteous and does his best to explain the process of printing as done by means of the "Optimus." Of course, no machinery is on view. In such a case the only way to judge of the merits of the machine is by its work. The work is there in profusion, and the quality is such that upon inspection of it one would be tempted to doubt that it was really the output of a press and not the work of a skilled painter or an expensive camera. A small pamphlet of the American-Hamburg line of steamers contains a couple dozen views of the steamer and it is an exact imitation of photographs. Then again a rainbow is depicted, and so on throughout the whole display.

Messrs. Miller & Richard have also on view samples of work done on the "Colts Armory" platen press, and these also are very pretty and attractive.

The Ault & Wiborg Company has a very neat display of finely illustrated designs completed by the use of its inks.

The display of paper is very large, and the quality is excellent. The J. W. Butler Company, of Chicago, has an elaborated stock of fine linen and other grades of paper. The exhibit attracts considerable attention.

The faces of type are also quite prominently displayed. John Haddon has an exhibit. So, too, has Toronto Type Foundry, and the Inland Type Foundry of St. Louis. The Cox Duplex Company, of Battle Creek, Mich., has an exhibit. The Huber Press Company also occupies space near by the Duplex.

The various other exhibitors have neat and pretty displays, and the whole is most attractive and instructive.

The various other companies displaying work are: The Hamilton Manufacturing Company, Two Rivers, Wis.; United Printing Machinery Company; Dick Matchless Mailer Company; W. O. Hickok, Harrisburg, Pa.; Brown Folder Machinery Company, Erie, Pa.; Oswego Machine Company, Paul Shnidewend Printing Press, Chicago; Wesel Manufacturing Company, New York; Van Allens & Boughton, New York; Dexter Folder Company, Providence, R. I.; H. C. Hansen, Bostou; Inland Printer School, Chicago; Canadian Newspaper Syndicate, Montreal; Review, Peterboro; Monotype Company, New York; Canada Paper Company, Montreal; Royal Engraving House, Toronto; Peter Paul & Son, Buffalo; J. L. Morrison Company; *American Printer*, New York; *British Printer;* Seybold Machinery Company; T. J. Vallentine, New York; Tubbs Manufacturing Company, Toddington, Mich.; American Type Founders; Barnhart Bros. & Spindler, Chicago; Campbell Press Company; McLean Publishing Company, Toronto; Niagara Paper Company, Lockport, N. Y.

This is little more than an enumeration, but suggests the very wide interest displayed and the possibilities and educational value of such exhibits in connection with conventions of newspaper publishers and employing printers.

Of the papers and addresses the St. Catharines *Evening Journal* gave brief outlines:

OF ORGANIZATION.

Mr. Keyes said that the master printers of Ontario felt the need of organization. The Canadian Press Association deals largely with questions that affect the publisher rather than with those of the master printer, and, in fact, the printer who does not publish a newspaper is not eligible for member-

ship in that body, which already has more to deal with than it can handle. St. Catharines was the birthplace of the electric railway, and of the sewing machine, and the first place to export salt, and now, he hoped, would become the birthplace of a national guild of master printers that would stand for power, energy, industry and the vitality of the printing business.

The art of printing has not made very marked progress since the Bible which is now in the British Museum was printed by Guttenburg, a fact that may be attributed to trade jealousy, distrust, lack of harmony and lack of collective effort.

The competitive price problem is a serious one that a national guild would help to solve and likewise the apprentice question.

NEWSPAPER ADVERTISING.

Mr. W. J. Taylor, of Woodstock, read an able paper on "Newspaper Advertising."

He said in part that newspaper advertising is the easiest medium by which the business man can reach the public. Advertising that runs from day to day in the same form without changing is valueless, and will not bring the advertiser proper returns from his investment. The advertisement in which sporting people are interested should appear on the sporting page and that which attracts women on the women's page. Position is important also, and should be arranged to give each advertiser equally. He would pay more attention to the position occupied by the small advertiser than the big fellow. The question of price and a uniform rate to every advertiser was strongly insisted on by Mr. Taylor.

A very vigorous discussion followed this paper and on motion a hearty vote of thanks was given to Mr. Taylor, after which the meeting adjourned.

COMPOSITION A SCIENCE.

Mr. Frederic Helmer, designer, of Lockport, N. Y., treated of "Composition a Possible Science." This gentleman is an expert designer. He traced the growth of language, both written and spoken, defining modern printing as an art "preservative."

The printer today is the orator of yesterday, spaces having superseded pauses, and gestures having given place to designs and devices.

Display has two aims, viz., to attract attention and to interpret the copy, so that all classes of readers may understand through the first impression.

PRINTING AS A BUSINESS.

Mr. J. Clyde Oswald, of New York, gave an interesting address on "Printing as a Business," giving reasons why the business does not pay as it should on account of the great risk involved owing to the work being done entirely to order, making it impossible to manufacture goods ahead in dull times, and the fact that when completed the work has no commercial value to anyone but the person or firm by whom it has been ordered. He also dealt with the question of "Getting Orders," "Producing Work," and "Looking After Finances." His address was full of sound advice to master printers and was thoroughly appreciated.

KANSAS EDITORIAL PARTY.
Enjoying the hospitality of Boise, Idaho, August 12, 1905, on their return trip from the Portland Exposition.

ADVERTISING.

Mr. Harry A. Woodworth, of Toronto, gave a short address on "Advertising," but he managed to crowd some good, sound advice into his remarks which the delegates would do well to follow.

The president, vice-president and secretary were appointed a committee to prepare a code of by-laws to be submitted to the annual meeting in May.

The following named officers were elected:

President—W. B. Burgoyne, St. Catharines.

Vice-President—R. H. McBride, Toronto.

Secretary—W. J. Keyes, St. Catharines.

Treasurer—F. H. Dobbin, Peterboro.

Directors—A. C. Woodward, Chatham; H. J. Jones, London; R. A. Robertson, Hamilton; A. E. Bradwin, Blyth; W. J. Taylor, Woodstock; H. P. Moore, Acton; Geo. H. Wheeler, Toronto; M. Esdaile, Ottawa; Mr. Jackson, Kingston, and M. Williams, Collingwood. The elections were all by acclamation.

Toronto was unanimously agreed upon as the next place of meeting.

THE TRADE PRESS.

The Chicago Trade Press Association, of which J. Newton Nind, editor of the *Furniture Journal,* is president, is one of the most model, useful and successful of local organizations of publishers and editors. Monthly meetings are held at the Hamilton Club, Chicago. The members assemble at 6:30 p. m., break bread together in the way of table d'hote dinner, and then proceed to business and discussions.

At the September meeting each member was requested to write out questions to be read and to be answered by other members and to form the basis of discussions. The questions were numerous and practical and brought out many valuable answers and animated talks that showed these trade paper people to be enthusiastic and thoroughly up to the highest standard in the publishing business. The trade or class papers have advanced wonderfully in the last decade of years, and they are doing most efficient work for the different callings. They are the evangels of progress, gathering useful knowledge from all available sources and disseminating the same, with helpful views and comments to the progressive members of the various callings. The man who takes and reads the papers devoted to his calling proves himself wise and is the one who succeeds. He keeps up with the times and is most valuable to the community and to all whom he serves, as well as to the manufacturers and dealers who furnish the best material, paper, types, presses and all other appliances for successful accomplishment. There is, now, not a single worthy industrial calling but that has its trade paper, representing its best and highest interests and keeping its successful up-to-date readers posted as to all the improvements, inventions, profitable experiments, theories, practices and all the best methods of profitable service, production and business management. These papers have not only come to be of incalculable value to their readers, but many of them have developed into splendid properties for their owners, giving large and substantial returns and worth many thousands of dollars. Their proper conduct requires broad knowledge, wide experience, careful training, great ability and untiring industry. It is not strange, then, when the men at the heads of a number of these publications for the several leading callings of life, as editors, publishers or business managers, get together for mutual improvement, through the exchange of experiences, views, methods and theories, that great profit to each and all should result.

Thought elicits thought, as steel sharpeneth steel, so do active, earnest minds, brought in contact, sharpen each the other.

On this occasion members were requested to bring copies of their several publications for examination and comparison. The questions covered a wide range, as to circulation, the use of sample copies and their value to advertisers, and the sending of papers to prospective advertisers, postal rules, general advertising, etc., etc.

The leading topic before this association at its October meeting, "The Daily Trade Newspaper," is an illustration of how trade journalism has expanded. Hugh M. Wilson, president of the Railway Age Company, related his experiences attending the publication of a daily edition of the *Railway Age* during the conventions of the Master Car Builders' Association and the Railway Master Mechanics' Association, and publishers of other daily trade papers gave a resume of their experiences.

* * *

A man may be a cynic, but the man who delights in saying cynical things is not a cynic. He is a conceited ass.

In life we cannot always strike the dominant chord, but we can vibrate in sympathy when the right note is struck by others, and in this way swell the grand harmony.

INLAND DAILY PRESS.

This association had an exceedingly profitable meeting at the Chicago Press Club Room on October 17. One of the first topics discussed was as to the accepting of plate matter sent out by political party managers to be published in the newspapers. Mr. A. H. Lowrie, of the Elgin, Ill., *Daily News,* introduced a resolution opposed to this system of party advertising at the expense of the newspapers. After an earnest debate the resolution was adopted. The members were pretty evenly divided. One side argued that when publishers, with no little labor and expense, had built up a newspaper until the columns had become valuable for advertising purposes, to advance either political or commercial interests, that the publishers should receive proper compensation for their use, and that it was not fair for this money to go to plate and ready print houses with no reward to the newspapers. Others claimed to be glad to receive any acceptable political matter, in plates, such as they desired, favoring their own party, and saving by them the cost of composition. It was argued against this view that plate matter was not carefully scrutinized by publishers or editors, and for that reason matter found place in newspapers that the editor would not otherwise have permitted or used; that the editor ought to write political matter from his own standpoint and of his own initiative and not take the stereotyped, ready prepared expressions of politicians or political managers or committees. The action taken was treated only as an expression of opinion, and not as binding, as to any course that might be chosen by individual members.

A number of new members were elected and communications of inquiry from other publishers contemplating membership were read. The membership is now the largest in the history of the association and rapidly increasing.

A very advantageous contract has been made for paper. Some of the members claim to save $1,000 a year through this organization, while membership only costs $5.

Mr. A. W. Lee, of the *Daily Courier,* Ottumwa, Iowa, read an able paper on the topic, "The Benefit of Newspaper Organization for Self-Preservation." The address was well received and, on motion of Past President A. W. Glessner, of the Galena *Daily Gazette,* duly seconded and carried by unanimous vote, was ordered published in the NATIONAL PRINTER-JOURNALIST, with the consent of Mr. Lee. The paper appears in full elsewhere in this issue. Mr. George Olmstead, of J. W. Butler Paper Company, read an address on "The Paper Market," in which he said:

Judging from the topic you have selceted for me, I infer you are anxious to become possessed of some of those secrets which it is popularly believed surround the making of the market on white newspaper stock. If I am correct in this inference I can only plead for our company the school boy's excuse, "not prepared," for, being an independent institution, and outside the charmed circle, business courtesy forbids our divulging any of the inside workings thereof with which we might be familiar. None of us, of course, will lose sight of the fact that there are certain natural conditions and fundamental principles which regulate the market price of any commodity, the chief of which is the unalterable law of supply and demand. The strenuous times in which we live have resulted in a tremendous increase in the consumption of white newspaper stock, but the production has kept full pace with the consumption—in fact, at the present time, somewhat exceeds it. We must remember that, in addition to the many new and modern mills built in recent years, most of the old mills have found it necessary to rebuild, throwing out their small, old style machinery and installing wide, fast-running machines, producing twice the paper possible under the old conditions.

The demand for paper made upon us by foreign countries, or, in other words, our export business, has in a large measure taken up whatever of overproduction there may have been

in the past and will undoubtedly continue to be the safety valve protecting the interests of the American manufacturer.

Two very important factors, which will appreciably influence the future situation on news, are the lack of available waterpowers and the shortage of raw materials. These are the all-essentials in the newspaper making industry and unless some suitable material other than wood is found, the future looks dark and our posterity may have troubles we know not of. Right in this connection, I might add, that had we imitated the Germans and some of the other foreign nations, and taken steps early in our history to preserve our vast tracts of timber, we would not now be on the verge of bankruptcy, in that, one of nature's greatest and most beneficent gifts. Possibly it is not surprising that our forefathers, seeing at every hand their apparently unlimited resources, should have become prodigal in their development of those resources, but the responsibility must rest on this and succeeding generations to practice that strict order of economy and regard for the future which experience teaches is our only safeguard against worry and want. I was pleased to notice in last Sunday's papers that the Canadian government has called a convention, to which our various forestry commissions are invited, whose duty it will be to advise and outline drastic measures for the protection of growing, and the production of new timber.

The present prevailing price of newspaper is low—abnormally low—considering the cost of material and manufacture and when you are reminded that today's price is lower than that of five years ago, with material and labor much higher, you will understand why some of the less favorably situated mill owners are wearing "A scowl that won't come off." Competition is the life of trade and when wholesome, and not demoralizing in its effect, establishes a market price that is both legitimate and equitable to all concerned. The newspaper publishers of the country, as large consumers of white paper, are entitled at all times to a just and reasonable rate of cost, based on actual and natural conditions, and not on fictitious influences seeking to control a product in which we are all so vitally interested. At one time it was contended that so many abuses had crept into the news print trade as to make some order of salutary control necessary. Whether this be so or not, we do know that there was a time when a manufacturer, after selling his paper, hardly knew what he would get for it. Those were the days of allowances for white waste and when paper was paid for on a production basis, figuring the exact number of papers to the pound. The publisher must appreciate that papermaking is not an exact science, and probably never will be, and this is sufficient excuse for paper not always being uniform in color, finish, weight, etc. What the consumer of paper, or publisher, should try to do is to place his business in the hands of one who will be ever watchful of his patrons' interests and who is appreciative of those nice points in the detail of manufacture which alone insures a high class and satisfactory product.

We should all strive to promote a closer relationship and a better understanding between the publisher and the manufacturer, and this accomplished some of our troubles certainly will fade away. I think you must share this same feeling, as otherwise you would hardly have invited a dealer here to discuss with you these subjects of mutual interest.

Mr. W. H. Fitzgerald spoke on the subject, "Rural Route Subscribers and How to Obtain Them." His paper brought out many valuable remarks, from which it appeared that, by placing the daily to rural route subscribers at a low figure, by the year, the list of daily subscribers could be increased almost to the extent of the previous circulation of the weekly edition, and the increased price for, and the greater amount of, advertising secured for the daily, on its increased circulation, would result in increased profits. The free daily rural route delivery has resulted in a very great increase in the demand for daily papers. The farmers are especially interested in reading the daily markets, both local and general.

BARNES-CROSBY COMPANY'S EXHIBIT AT THE ADVERTISING SHOW.
Monogram sign represents a metal base cut. This elaborate sign was painted on burlap by the Barnes-Crosby art department, and showed great care and artistic ability.

Other topics came up for consideration. Among these, the open shop. It was argued that any one who signed the closed shop agreement became a party to a monopoly and was a violator of the laws of the land. One publisher, operating Linotypes, had conceded the eight-hour day on the striking out of the closed shop clause, and had entered into an agreement with printers for the open shop.

A committee was appointed to prepare subjects for the next meeting, which it is expected to make an especially interesting and profitable occasion.

THE ADVERTISING SHOW.

The wonderful advance of, and the universal interest in, the science and practice of advertising had a striking illustration through the first annual advertising show in the great Coliseum, Chicago, October 11-18. Tens of thousands of people thronged the great building to look at the ingenious and artistic advertising displays and, on the last night, the throng was so great that it was difficult to move in any direction. Over 9,000 people were admitted the first day. The interest was kept up and seemed to grow each day and night until, on Tuesday night, the attendance reached 36,000 and on Wednesday, the closing night, this record was broken by the admission of over 50,000 visitors and thousands were turned away.

The attendance showed the value of good advertising, for the exhibition had been thoroughly advertised. Mr. Charles H. Jones, president of the National Federation of Advertising Clubs, said, among other things, in speaking of the reception given to this model exhibition and its results:

The show accomplished much more than bringing the crowds to see the exhibits. Above all, it accomplished this: It advertised advertising with unprecedented force. It did much for the advertising profession. At the same time it popularized and elevated advertising. It showed what advertising really was doing and what it was accomplishing in the business world.

A strong feature of the exhibition was the fact that it showed to the advertising pessimist, who always has said, "You don't sell me anything when you sell me advertising," the real value of such publicity. By seeing the exhibits he is compelled to recognize the tangible "isms" of advertising. I have talked with all the exhibiters of the show, and they have only praise for it. Many have taken orders for advertising. One "ad" firm sold one bill for $15,000.

The show struck a distinctly popular vein. Many women visited the Coliseum. I asked one young woman what interest she had in looking at the exhibits. She told me that she was a stenographer and that she wrote letters about advertising, but knew little concerning the real importance of it. "I came to learn something of the advertising work—to see what it is," she said to me. That is the way with thousands of people who came to the Coliseum during the week.

The exhibitors have shown that advertising is a commodity and that it is worthy of consideration. The show has brought the various forms of advertising together, so that buyers might have a chance of comparing them. This is an important point in favor of the annual exhibition, for it brings all kinds of advertising before the eyes of the people, that they may choose their season's buying. The show also brings into harmony all alleged conflicting advertising interests. It demonstrates that there really are no conflicting interests in advertising. Each kind has its place.

That the show has been a great success and will be a greater success next year is proven by the fact that 50 per cent of the floor space for the second exhibition already has been sold.

The National Federation of Advertising clubs promises to be phenomenally successful, too. We have over a thousand members now, including the clubs of all the large cities. We are believers in the advertising show and we intend it to become a great factor in promoting all advertising interests. The strong point of the federation is that it will unite all classes of business men in one common cause. No other organization ever made this possible. Thus the national society presents a great opportunity to the business men of the country, and to advertisers everywhere. It will bring out the sectional advertising interests all over the country and will help bring American products before the American people.

In a "Model Printing Office," A. F. Wanner & Co. made a very attractive exhibit that drew much attention and was inspected by thousands of members of the craft. Our half-tone illustration gives a pretty good idea of the arrangement and the articles displayed. It was an operating plant, things being done, and hence held interested attention. Among the exhibits of especial interest to members of the printing and allied trades were the exhibits by designers, illustrators, engravers and electrotypers. These held first place by reason of numbers, beauty, variety and completeness. No adequate description can be given. They were made up of thousands of samples of work. Among the prominent exhibitions in these lines were the following:

Barnes-Crosby Company, 215 Madison, Chicago; Binner-Wells Company, 309 Michigan boulevard, Chicago; Farkas Bros., 822 Schiller building, Chicago; the Franklin Company, 346 Dearborn, Chicago; Hemsberger Bros., Railway Exchange building, Chicago; Osgood Bros., 66 Sherman, Chicago.

Illustrations of two of the most important of these exhibits, those of Barnes-Crosby Company and the Franklin Company, are given herewith. Both were very complete and attracted flattering attention and favorable comment. The souvenirs given out were much sought after. The reduced views, however, give poor ideas of the many designs and illustrations printed in colors—many of them as handsome and artistic as fine oil paintings.

The Franklin Company people were wise in the recognition of the fact that people like to be showed, and, hence, installed a complete electrotyping plant, carrying on all the phases of electrotyping from start to finish. Engraving was shown in all stages, giving an opportunity to advertisers to become familiar with the various effects to be secured and the most suitable screens to be used for printing on the various grades of paper. Another interesting feature was a printing press upon which many varieties of attractive calendars were printed. Two fine souvenirs, one a pocket piece medal, produced by the electrotyping process at this exhibit, and a half-tone print of Benjamin Franklin on copper, were given out.

R. R. Donnelly Sons Company made a very complete and satisfactory exhibit, as is well shown in the illustration presented in this article. Advertisers' journals were well repre-

DISPLAY BY R. R. DONNELLEY & SONS CO.

ENGRAVING PLANT EXHIBIT OF THE FRANKLIN COMPANY.

A. F. WANNER'S MODEL PRINTING OFFICE.

sented, *Profitable Advertising* and *Ad Sense* making especially large and artistic exhibits. The last named publication conducted a most creditable daily paper during the exposition, called the *Daily Advertiser*, in which interesting reviews were given of the exhibits and many catchy points and valuable ideas were given. All the Chicago dailies showed commendable enterprise in their displays.

The Y. M. C. A. Institute made a good showing of the School of Advertising Design and Commercial Arts. It would be pleasant and profitable not only to mention but to describe all the exhibits, but this is impossible.

Incidental to the exposition was the formation of an association under the name American Federation of Advertising Clubs. Article 2 of the constitution, which defines the objects, and is as follows, might well be used as a model of statement for many other organizations:

"The purpose of this organization shall be to unify the advertising clubs and associations in a central body for the purpose of furthering the best interests of advertising; to assist in the development of new advertisers; promote harmony and good fellowship between different advertising interests; to disseminate information regarding the business of advertising; to harmonize conflicting interests, and to assist in the formation of local clubs; and, in general, to bring about, by co-operation, a better acquaintanceship between different interests, and the best possible results for all concerned."

The following suggestive and instructive objects were enumerated in the prospectus and will repay study and thought:

"First. To advertise the power and value of advertising.

"Second. To advance the advertising profession.

"Third. To assist in the formation of local clubs.

"Fourth. To encourage the interchange of courtesies between various local organizations and their members.

"Fifth. To disseminate information regarding the possibilities of non-advertised enterprises and to promote the best interests of buyers of advertising.

"Sixth. To exchange creative ideas in advertising.

"Seventh. To promote increased co-operation between the sales and advertising departments.

"Eighth. To endeavor to harmonize conflicting interests.

"Ninth. To assist in the development of the small advertiser.

"Tenth. To bring about a greater realization of the importance of advertising departments."

Those two go together.

"And lastly—to gather statistics for the uses of local organizations."

Many, if not all, of these objects would be appropriate for all organizations of newspaper makers or publishers. Advertising and its proper understanding, conduct and exploitation are the basis of all worthy modern newspaper success.

* * *

Dr. Wm. J. White has for fifty years been identified with his chosen field of work in Georgia, either teacher, preacher or editor, and all three combined, for who has a greater opportunity to teach and preach than has the editor? On Oct. 11 past he celebrated the twenty-fifth anniversary of his paper, the *Georgia Baptist*. The anniversary of his fifty years of service and his twenty-five years as an editor was made a great event by his numerous friends, with songs and addresses. They did not wait until his death to say kind words about him, but spoke in terms of eloquent eulogy of him "as a citizen," "as a minister," "as a pastor" and "as an editor," and which was more substantial, if not more grateful, presented him with a well filled purse.

* * *

The best way to disappoint a person who is trying to make you mad is not to get mad.

A MODEL PLANT.

He who builds up a useful manufacturing establishment is a much more valuable member of society than he who merely amasses a fortune or than one who holds some public office, merely exercising the official functions of administration in the affairs of a city, state or nation, however much opportunity for good influence high position may afford. Political positions may come largely through fortunate circumstances, through combination, through unworthy personal political services to others, or through a score of other methods that indicate little merit. The establishing of a great factory or useful industry that affords profitable employment and produces real wealth or the means for increasing useful products, requires, first, ability and training, then industry, persistency, honest purpose and systematic management, planning and orderly work. Great success in every industry is the product of highest worthiness and great merit. The man must make good every

BUSINESS OFFICE.

time. The history of the F. Wesel Manufacturing Company, of the celebration of the twenty-fifth anniversary of which we spoke at some length in the October issue of this journal, illustrates these facts and principles.

HISTORICAL.

A history of the F. Wesel Manufacturing Company is a history of the business career of its President and General Manager, Mr. Ferdinand Wesel, for the company and its success is due alone to Mr. Wesel's thorough mechanical training, business acumen and the pertinacity he has shown in conducting the affairs of his company.

Mr. Wesel is a native of Germany, having been born in Frankfurt a. M. in 1846. He learned the trade of a printing machinery machinist and came to this country in 1866. For two years he worked in various shops in New York and in 1868 was employed by R. Hoe & Co. His work here attracted the attention of Colonel Richard Hoe, who recognized Mr. Wesel's mechanical and executive abilities by placing him in charge of one of the manufacturing departments. He continued with R. Hoe & Co. for twelve years and left them only to go into business for himself. In 1880 he entered into a co-partnership arrangement with Mr. F. Schley, under the firm name of F. Wesel & Co. The business was conducted and goods manufactured in a small loft at No. 12 Elm street, Manhattan, the entire floor space being under 800 square feet. The list of articles manufactured consisted of brass and steel rule, stereotype blocks, chases and galleys, although a general line of printers' goods was carried and a specialty was made of repairing printing machinery. In 1881 it was found necessary to obtain larger quarters and the business was moved to 178 William street. Growing business again caused a removal to 18 Spruce street in 1883, where it remained until a fire caused its removal to larger quarters at 11 Spruce street in 1885, and by May, 1887, the business had grown until it occupied the entire five floors and two basements of this building.

In 1889 the business was incorporated under the laws of the State of New York with Mr. Wesel as President and General Manager and Mr. Emil Stephany as Secretary-Treasurer. From this time on Mr. Wesel devoted most of his time

FERDINAND WESEL
PRESIDENT
& GEN. MGR.
F. WESEL JR.
VICE PRES'T & ASS'T. MGR.
EMIL STEPHANY
SEC. & TREAS.

to the manufacturing and selling end of the business, Mr. Stephany relieving him of the arduous duties connected with looking after the financial department.

Mr. Stephany was born at Darmstadt, Germany, in the year 1853, and came to this country in 1870. He first became identified with the company in 1887, and by practical business methods, constant attention and indefatigable application has won for himself the entire confidence of his company, and of its many customers.

At a meeting of the stockholders of the company held in May, 1904, the office of Vice President was created and Mr. F. Wesel, Jr., was elected to fill the position. Mr. Wesel, Jr., is a native of this country, having been born in New York in 1876. After graduating from public school he continued his studies at Worcester, Mass., and at the Pratt Institute, Brooklyn. He then put in three years in the factory, afterwards taking a mechanical engineering course at the Technicum Holzminden, Hanover, Germany. Returning to this country

DYNAMO AND ENGINE ROOM.

he entered the draughting department as head draughtsman and from here he went into the factory as Assistant Superintendent. He served in this capacity until elected Vice President of the company.

In 1892 the Spruce street building became entirely too small for the proper conduct of the business and the company purchased the old 23d Regiment Armory at the corner of Cranberry and Henry streets, Brooklyn, very close to the Brooklyn entrance of the Brooklyn Bridge. The building was entirely remodeled inside, and with the increased manufacturing facilities thus offered the volume of business took a forward bound. In 1896 the premises at No. 11 Spruce street, which had formerly been sufficient for both salesrooms and factory, were found to be inadequate for salesrooms alone, and the ground floor and two basements at Nos. 82 to 84 Fulton street were leased. In 1899 a four-story building having two basements, standing on the corner of Cranberry and Henry streets, directly opposite the first factory, was purchased, thus increasing the manufacturing floor space just 50 per cent.

In 1901 a Western branch salesroom was opened at No. 310 Dearborn street, Chicago, and by the spring of 1904 the volume of business had increased to such an extent that it was determined to more than double the floor space of the

SMALL TOOL DEPARTMENT.

old armory building, and contracts were let for the present commodious building. The improvements were practically completed by February, 1905, and the several manufacturing departments which formerly occupied the smaller building on the other corner were moved into their new quarters.

During the fall of 1904 a branch store was opened at 124 South Eighth street, Philadelphia, thus placing complete stocks in the three most thickly populated centers of the United States.

At the present writing the floor space occupied, including Philadelphia and Chicago stores, amounts to 104,000 square feet, every inch of which is used to its full capacity.

The factory has lessons beyond this record of the life of its founder, and the demonstration of this well founded opinion, demonstrated by the thorough industrial training of his son and the giving to him the best possible education in the

ELECTRIC WELDING DEPARTMENT.

mechanic arts. Everything in the methodical, orderly arrangement and conduct of the establishment has an important lesson. We have sought through illustrations to call attention more forcibly to the up-to-date, perfect system and the appliances used. We need to add to these but little by the way of descriptions.

A passenger elevator gives quick service between the different departments. A spacious court furnishes an abundance of light for the interior of the building; thus every room is lighted on from three to four sides. Located on the second floor in the new west wing are the general offices and counting room. The visitor steps from the hall into a large waiting room furnished with show cases, chairs and a special table with writing materials, trade publications, etc. In this room is the private telephone exchange which is served by three trunk lines from the city exchange. Every foreman and department has one or more telephones, each quickly connected with the local and long distance service of the city and country.

The president's private office, as well as the main office and counting room, opens off from the waiting room. The secretary-treasurer's desk is located in this room and the department is under his personal supervision. The counting room is partitioned off from the main room and everything arranged in the most simple manner possible in order to facilitate the rapid handling of business. The president's private office is entered from the general office room, and also from the waiting room. At the rear of the general offices is located the draughting department and the superintendent's office.

The illustration of the main dynamo and engine room shows it under actual conditions. Each dynamo and engine is used on alternate days, the maintenance of a double equipment in this department insuring the plant against a shut-down in event of any accident or the necessity arising of making repairs to either one of the units. The current generated here is distributed to the different manufacturing departments through eight marble switchboards, there being slightly over 200 motors in use, their combined indicated capacity being somewhat in excess of 400 horsepower, in addition to 600 incandescent lamps of 16-candle power each and ten arc lights of 160-candle power each.

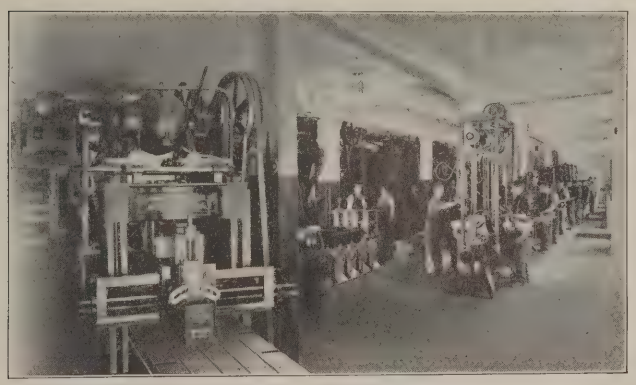
At one side of the dynamo room is located a small storage battery where the surplus current is stored for use in the lighting system after working hours. The battery has a capacity of forty amperes for eight hours, or sufficient to

run 160 16-candle power incandescent lights for that period of time.

The mind of the average manufacturer has become so used to the appearance of belt-driven plants that the exact reproduction of an individual electrical motor driven plant produces an impression of emptiness, although there may be 50 per cent more machines in use by the latter system. The uninterrupted and well diffused light permitted by the individual electrical drive is not the least of the economies of the system. The principal economy gained by using the individual electric drive is the great saving in the amount of power used and the increase in output permitted by the large speed variations of each machine. Although the motors used throughout the factory are in excess of 400 indicated horsepower, the average load carried by the dynamos is somewhere in the neighborhood of 150 horsepower. From previous experience it would be safe to say that the same machines driven by shafting and belts would require the constant consumption of power equal to 300 horsepower. The individual electrical drive, therefore, shows a saving of about 50 per cent. It must be remembered, however, that at times, say with a heavy run on electric welded chases, the power consumption may run as high as 300 horsepower, but the machines causing this increase being intermittent in their use, the consumption of power is not constant.

Individually motor driven machines run steadier and at a uniformly higher speed than when mechanically driven, the increase in output being variously estimated at from 10 to 30 per centum.

Modern research has made electrical engineering such an exact science that the individual electric drive is admitted to be the most reliable. It permits of the subdivision of the plant in such a manner that only a small portion can at any time get out of order; machines automatically adjust themselves to the work, thus eliminating all chances of breakdown from sudden or overload; the control of machines is absolute and instantaneous, each machine is a unit, independent of its fellow, and can be placed in any position desired or be changed to suit varying requirements. In this connection special attention is called to the view of the small tool department, shown



PLANER DEPARTMENT.

This view shows the line of milling machines and shapers in the Planer Department, and also the rear of the long line of planers.

on page 798. The arrangement of the milling machines in this room provides the best possible light on the work and at the same time permits seven machines to be operated in the space otherwise necessary for the operation of but five machines of the same size. This feature alone is equal to an increase in floor space of just 40 per cent over a belt driven plant. It will therefore be realized that a manufacturing equipment as illustrated herein certainly gives immense advantages.

* * *

There has come to our desk a souvenir booklet illustrating and describing French Lick Springs, Ind., in a way to show the place to be a very Eden of loveliness and delight. It has been proposed to hold the next meeting of the executive committee of the N. E. A. at this fascinating resort. It will be delightful there during the first week in February. The place is easily accessible. It is in southern Indiana almost within sight of the Kentucky line and is located amidst most charming and picturesque surroundings of hills and dales, billowy forests and purling brooks.

REPORT ON NEBRASKA LEGISLATION.

During the session of the Nebraska legislature a number of bills were introduced affecting newspapers. Some of these were more or less friendly and some particularly unfriendly. The one which passed, however, was rushed through at the closing hours and was meant to be most unfriendly of the bunch. It was also the shortest and was as follows: "That no person in this state shall be compelled to pay for any newspaper, magazine or other publication which shall be mailed or sent to him without having subscribed for, or ordered, the same, or which shall be mailed or sent to him after the time of his subscription or order therefor has expired, notwithstanding that he may have received the same." No attention should be paid to the opening clause, for no publisher can have a legal or moral right to send a newspaper to an individual and try to collect for same unless he was a bona fide subscriber in the first place. So this bill could not alter the general common law principles in that regard. The clause, "or which shall be mailed to him after the time of his subscription or order therefor expires" demands attention. When does a subscription expire! Not necessarily when the time comes to which the party has paid. Not necessarily at the end of the first year. It is for the publisher, however, if he desires to do a credit business to have an understanding with his subscriber in particular and his subscribers in general, and to some extent that understanding should be from the beginning:

First. It is barely possible that if the publisher with his present established list has been receiving at irregular intervals a year or more subscription, at times when the year expires and at times a few weeks or months after that, he could establish the fact that the contract was made that the paper should continue until ordered discontinued and no legislature should or could attempt to interfere with the right of private contract.

Second. With new subscribers the understanding should be had at the time the subscription is taken that he was expected to remain a subscriber until the order came to discontinue.

Your committee would suggest that on every receipt and on every dun should be placed something about as follows:

"All contracts are made with the express agreement that the subscriber is to continue in that relation until the publisher is requested to discontinue the same unless such request is made at the time the paper is ordered. We do not object to extending a reasonable credit to proper parties, but all accounts should be settled at least once each year."

Of course the latter sentence can be omitted or the language could be changed to suit the idea of the publisher. If this could be printed in the newspaper where the subscription price appears it would be simply to fortify the publisher in his claim and no honorable subscriber would probably contest the matter. It will be some time before a large percentage of the subscribers find out that the statute exists, but publishers should begin at once to have their contracts so made and to educate the public so as to reduce the trouble to a minimum.

The State Press Association will probably never care to make a test case where the circumstances are less favorable to the publisher than can be made by following these instructions.

Yours for the Nebraska Press Association.

D. M. Butler,
F. O. Edgecomb,
N. J. Ludi,
Legal Committee Nebraska Press Association.

MORE WORK THROUGH PUBLICITY

BY HARRY A. WOODWORTH

Address all Communications for this Department to
349 Jarvis Street, Toronto, Canada

The system under which I am compelled to labor—in various workshops, and not in a fine home library, where every piece of printed matter is held as sacred by the guardian spirits of the domicile—is indirectly responsible for a regrettable happening this month. During my absence from an office, when I was indulging in the luxury of a brief illness, a large box which contained the most of the matter I intended to review for this and the Christmas issue, was wantonly emptied—I understand by one of those good women who do not see any use in keeping stray pieces of printed matter which are nothing but mere advertisements, even though they are evidently regarded as being of sufficient value to be placed in a box, even though it have not the outward appearance of a treasure chest.

The box contained a large amount of Christmas and New Year work held over from last year, through which it was thought some advance holiday suggestions might be given in this number.

It also contained all the work I had on hand (with the exception of one or two specimens which arrived later, and are treated of in this number) of new contributors, whose work has never been reviewed in this department, all of whom I wished to be represented in the next two or three issues. I like to treat the work of new contributors as fully as possible, and so sometimes delay giving them attention. While saying this, I also wish to record my thanks to those who have been such faithful contributors, many for several years, and who have consequently done much for their fellows by the excellent suggestions to be obtained from this work. I should hate not to be able to acknowledge the work of any contributor to this department, and I would wish to state that, in regard to any one who has sent work in to me which has not been reviewed, that I simply have not their work on hand, chiefly because of this accident, partly because of a former loss which was the fault of the postoffice department either of Canada or the United States. I have also received letters stating that jobs had been sent which never came to hand.

It would, therefore, be a very graceful act on the part of any who miss comment on their work up to the present time, to see that the department obtains the missing jobs, or others in their place, if it is not possible to duplicate them. And your petitioner will ever humbly pray—especially that there be no more such losses, which would try the patience of one of the old-time martyrs.

* * *

Some excellent work comes from the Bishop Press, of Kansas City, Mo. That a calendar which has no picture whatever may be such a thing of beauty as to rejoice the eyes of those who love pretty things, is evident from the commendations made of a small calendar issued by this firm by a number of ladies who saw it. "How pretty!" they all said. And yet its beauty depended solely on a plain initial, a good color scheme (including the tint furnished by an oblong tint block) and really tasteful straight-along composition in two sizes of capitals. Art in typography attracts, even though not accompanied by art in illustration or fantastic ornamentation.

A very neat little booklet, which comes in a very neat little envelope, is issued by The Regan Printing House, Chicago. It is entitled "Small Work," and contains a pleasing essay on "Small Things." As they say:

> There is scarcely any necessity in this little booklet to refer to the unsurpassed facilities for large work of the house; it is generally known and understood, but our adaptation for small work is not so well known. That is the reason for issuing this little booklet.
>
> Though we want your small work, there is nothing small about the Regan Printing House.

This should give an idea to some of the larger printing houses who would be thankful for small favors.

* * *

The Matthews-Northrup Works, of Buffalo and New York, send a copy of *Academy Notes*, which they print and publish. It has to do with the Buffalo Fine Arts Academy. The press-work on this publication may aptly be called magnificent, for it *magnifies* the artistic qualities of the art work it is its mission to reproduce. A particularly fine bit of printing-advertising is that on the "back page of cover." Below a fine picture of Rembrandt are these words, which are so suggestive and so good, in connection with work that bears them out, that I am sorry that a cut would far fail to do justice to the Rembrandt style of printing, and so would better not be used, though it would serve to show the taking arrangement. The initials of the Old English words "How Rembrandt Would Print" are in a light brown; the rest of the text is a very dark brown, which two colors combine perfectly in the picture of Rembrandt, and also of the tower of Madison Square Garden, where the New York offices of the firm are. The stock is brown likewise—and so everything about the job has the harmony of complement.

The following is the text of the advertisement, which is an example of a very interesting description of art printing:

AS REMBRANDT WOULD PRINT.

"You print just as Rembrandt painted; you should call your new process the Rembrandt process," said the professor of painting in the Buffalo Art School to the head of *The Complete Press*. Thence the name. The great possibilities of the process in reproducing the strong modeling and rich effects of oil paintings as they have never been reproduced before is shown in the engraving of the great painter above. As artists say, the values are kept by these reproductions on dark paper as they have never been kept in reproductions where the thin cold effect of white paper showing through black ink was ever present.

But the field of a process which would only reproduce a certain type of oil paintings better than ever before would be but limited. It gives a reproduction of a photograph which is stronger and better even than the photograph itself. This verdict was given by a highly-skilled photographer.

The Rembrandt process is so new that its full capabilities are not yet possible of statement. Some things are quite definite in the minds of its originators. It permits of the use of material in printing halftones which has never before been available. Beautiful covers can be made by it on dark paper of rich texture. Photographs can be reproduced by it with the full sepia or platinum effect, and at very moderate cost in quantities.

The "prismaprint" is another process owned by The Matthews-Northrup Works at Buffalo and New York. A prismaprint is so called because it uses the brilliant colors of the prism in printing, and thus gets light and brilliancy and atmosphere into its effects, as is shown by the specimens on the inside pages. The prismaprint has bright light greens and blues and grays and violets. No three-color print can have all of these. Something has to be sacrificed, for one, at least, of its colors is heavy and dense, and generally both the red and the blue are heavy and dark.

Any advertising that is likely to be considered—by anyone—an unwarrantable intrusion on a man's—or a woman's—time, is bad advertising for a printer, or anyone else.

The other day I received a letter inclosed in an envelope whose corner bore the printed address of a Pennsylvania dentist. I opened it, and found the inclosed letter a reproduction of a testimonial sent to the Philadelphia *Evening Bulletin*—a paper which does some of the best advertising of a newspaper done anywhere—by a dentist who had been benefited by advertising in its columns. Now, even I, to whom such work is naturally sent for my criticism, felt the unpleasant sensation of being fooled by this bit of advertising. And an advertisement should never be designed that is likely to give rise to such impressions.

* * *

There appears to be a Texan typography—a distinctive style that pertains to the better class of the print shops of Texas. And it seems that there is also an Alabaman style—for note how like to the work of Brannon of Talladega is that shown as No. 1! This letterhead was executed by Walter K.

No. 1

Trechsel, of Birmingham, Ala., and is an essentially modern production. It might seem to some to be a trifle out of balance, because of the shortness of the line which gives the firm name as considered in connection with other parts of the job. The initials in this line are red, as is the large "P." Work done for others by Mr. Trechsel is especially pleasing because of its striking originality—pleasantly odd without being freakish.

* * *

The Blanchard Press, of Worcester, Mass., impressed their new address on the mind—6 Walnut street—by sending the announcement on a shipping tag, to which a genuine walnut was attached. But there should have been six of them, possibly, to pattern after the George P. Rowell & Co. mark of "9 Spruce."

* * *

Year before last—dear me, I had not thought the Cheltenham face was that old—Erwin B. Ault, now of Toledo, O., then of Lewiston, Idaho—prepared this very neat and directly forci-

1903 DECEMBER 1903
Sun. Mon. Tues. Wed. Thur. Fri Sat
- - 1 2 3 4 5
6 7 8 9 10 11 12
13 14 15 16 17 18 19
20 21 22 23 24 25 26
27 28 29 30 31 - - - -
FOR THE HOLIDAY TRADE
You will want a special line of advertising in the way of announcements and you want the printing right. We have the men and material to do THE BEST PRINTING in that line and also in general commercial stationery, such as cards, letter-heads, bill-heads, statements and envelopes
Teller Publishing Company, Corner 3d and C 'Phone 261 LEWISTON, IDAHO

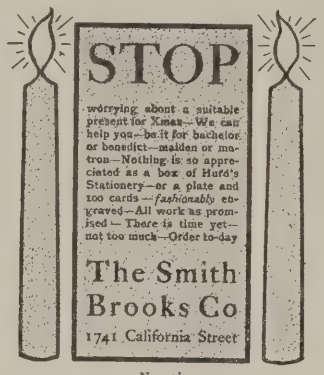
No. 2

ble blotter reminder (No. 2). It is in various color schemes—the one before me now is yellow as to the inner rules.

* * *

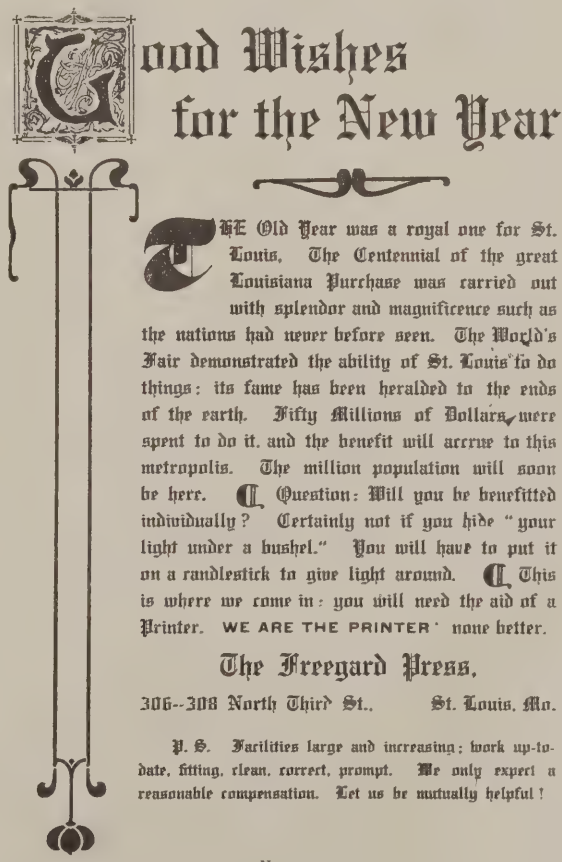
Here are two ante-holiday ads from the Smith-Brooks Company, of Denver, Col. They are examples of very effective combinations of engraving and composition. The Ben-Day tint on No. 3 a—and the stipple effect on No. 3 b, probably produced by rubbing over the rough surface of the paper on which the drawing was originally made, are each excellent methods of securing an effect with a zinc etching which rivals that of a half-tone.

No. 3a


STOP
worrying about a suitable present for Xmas—We can help you—be it for bachelor or benedict—maiden or matron—Nothing is so appreciated as a box of Hurd's Stationery—or a plate and 100 cards—fashionably engraved—All work as promised—There is time yet—not too much—Order to-day
The Smith Brooks Co
1741 California Street

No. 3b

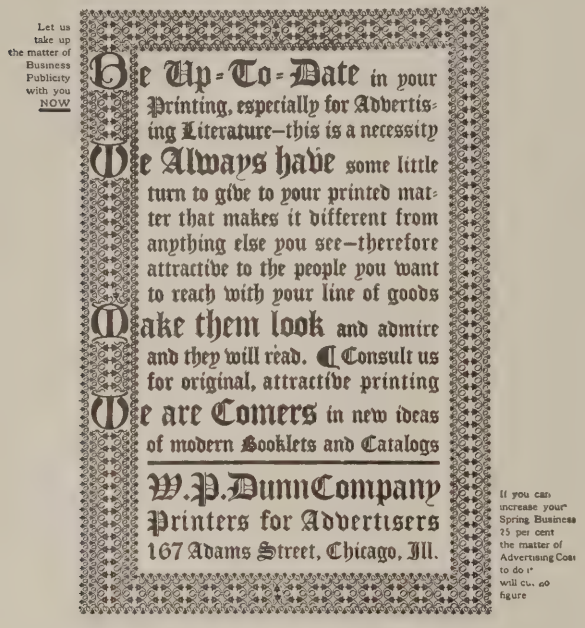
The Freegard Press, St. Louis, sent last year a multi-colored sheet of modern "parchment," the shades being brown and red and black and green and gold, on which are good wishes for the New Year (No. 4). The initial will not reproduce well because of the color scheme. The thistles in the ornamentation at the side are in green, the remainder of the ornamentation being in brown. I like the short line in the display in connection with the line that is nearly full. These lines are in brown. The initial and the paragraph marks and the words "We are the printer" are in bronze red. The Cathedral text does not seem to be out of keeping with the Engraver's Old English, but the use of Gothic in this job seems somewhat out of keeping, doesn't it? Such work as this has to be beautiful as to color scheme and stock in order to hold the attention


Good Wishes for the New Year
THE Old Year was a royal one for St. Louis. The Centennial of the great Louisiana Purchase was carried out with splendor and magnificence such as the nations had never before seen. The World's Fair demonstrated the ability of St. Louis to do things: its fame has been heralded to the ends of the earth. Fifty Millions of Dollars were spent to do it, and the benefit will accrue to this metropolis. The million population will soon be here. ¶ Question: Will you be benefitted individually? Certainly not if you hide "your light under a bushel." You will have to put it on a candlestick to give light around. ¶ This is where we come in: you will need the aid of a Printer. WE ARE THE PRINTER: none better.
The Freegard Press,
306-308 North Third St., St. Louis, Mo.
P. S. Facilities large and increasing; work up-to-date, fitting, clean, correct, prompt. We only expect a reasonable compensation. Let us be mutually helpful!

No. 4

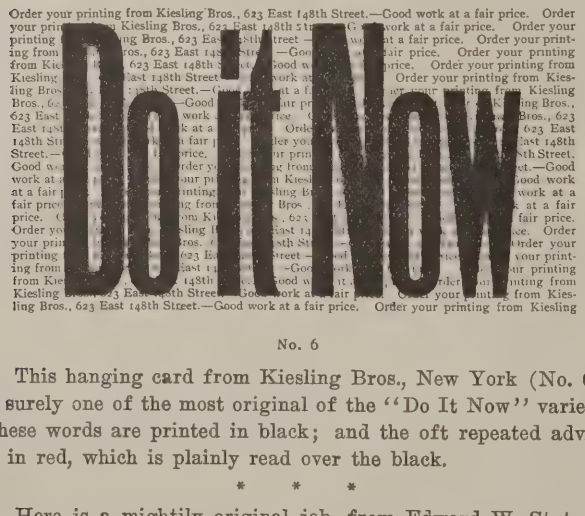
long enough for it to be read. In these days Roman is the type which we English-speaking races read most easily. It is, however, sometimes advised to have all advertising matter in

caps and lower case Roman, and even not in caps alone, because of the difficulty in reading. This difficulty, however, does not seem to me to be of necessity a defect in the advertising. If the job is tasteful and handsome any slight difficulty in reading it should only serve to enhance its value as an advertisement, because it would serve to impress the words on the memory. It is a different matter from the puzzling and illegible scrawl such as lawyers—and some editors—used to write before the introduction of the typewriter. This would be liable to create a feeling of annoyance, but beautiful work is not likely to have any such effect on the temper.


Let us take up the matter of Business Publicity with you NOW
Be Up-To-Date in your Printing, especially for Advertising Literature—this is a necessity
We Always have some little turn to give to your printed matter that makes it different from anything else you see—therefore attractive to the people you want to reach with your line of goods
Make them look and admire and they will read. Consult us for original, attractive printing
We are Comers in new ideas of modern Booklets and Catalogs
W. P. Dunn Company
Printers for Advertisers
167 Adams Street, Chicago, Ill.
If you can increase your Spring Business 25 per cent the matter of Advertising Cost to do it will cut no figure

No. 5

This slip (No. 5) is an example of some of the admirable Bradleyism. The initials, the paragraph mark and the line "W. P. Dunn Company" are red, the 36-point is light blue, and the remainder is black. It is indeed a handsome job—one that will be looked at long enough for it to be read.



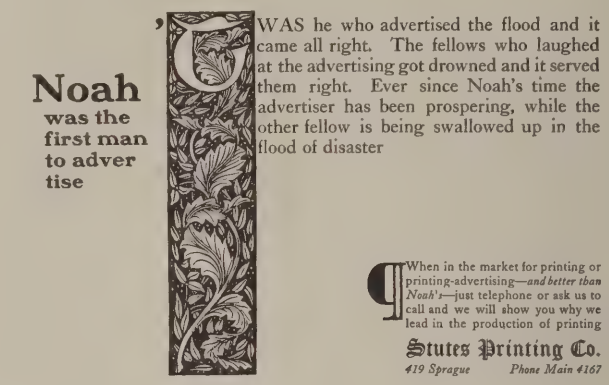
No. 6

This hanging card from Kiesling Bros., New York (No. 6), is surely one of the most original of the "Do It Now" variety. These words are printed in black; and the oft repeated advice is in red, which is plainly read over the black.

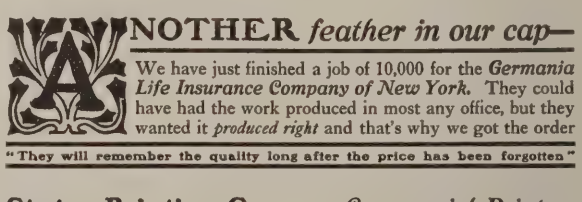
* * *

Here is a mightily original job, from Edward W. Stutes—original both as to arrangement and wording (No. 7 a). The large initial and the large paragraph mark are each red—the rest is black. It is a mailing card, of a size and consistency that makes it easily broken in the mail—the copy that first reached me looked as if Noah's two elephants had stepped on it.

No. 7 b has the rules and the initial in orange. The dash—or the bit of rule which serves as a dash—is also in the color. This placing of dashes in color is getting to be quite popular now. I noticed one in a street car the other night. The wording of the card was white on black stock. About the center, at a very important place in the wording—was what might be termed with two meanings a dash of color. It was one of a rich red which glistened in the light. It was one of the most effective bits of display that I have seen for many a day.


Noah was the first man to adver tise
'TWAS he who advertised the flood and it came all right. The fellows who laughed at the advertising got drowned and it served them right. Ever since Noah's time the advertiser has been prospering, while the other fellow is being swallowed up in the flood of disaster
When in the market for printing or printing-advertising—and better than Noah's—just telephone or ask us to call and we will show you why we lead in the production of printing
Stutes Printing Co.
419 Sprague Phone Main 4167

No. 7a


ANOTHER feather in our cap—
We have just finished a job of 10,000 for the Germania Life Insurance Company of New York. They could have had the work produced in most any office, but they wanted it produced right and that's why we got the order
"They will remember the quality long after the price has been forgotten"
Stutes Printing Co. Commercial Printers
Telephone Main 4167 Our Street Number is 419 Sprague Avenue, Spokane

No. 7b

NECHE, N. D.

Harry A. Woodworth, Toronto, Canada.

DEAR SIR: I have for several years been a reader and a student of your spicy department, "More Work Through Publicity," in the NATIONAL PRINTER-JOURNALIST, but I have never, until now, sent you any of my efforts for review. The main reason for this is: In a country town the size of Neche, where there is but one printing office, printers, as a rule—although they assuredly should—do not advertise themselves and their work. At least, such has been the case with us. However, I notice that you quite often review specimens which cannot be classed strictly as printing advertising—office and personal stationery, for instance—and this fact emboldens me to send you a couple of specimens of my work for criticism—viz., the letterhead on which this is written and the envelope in which it is enclosed. I send you in separate package several samples of the envelope-corner, each done in a different color-scheme.

Some months ago you reproduced a piece of printing-advertising from, I think, Mr. Dell Shaw, of Mayville, N. D., a feature of which was a quotation something like this: "Swallows murmur, depths are dumb." Shouldn't the first word be "shallows"? I am acquainted, I must confess, with no quotation in which swallows murmur, although they may indeed have much about which to murmur. In prohibition North Dakota, however, I have heard men murmur at the scarcity of "swallows." Very truly yours,

REX H. LAMPMAN.

I have been acquainted with the good work of Mr. Lampman for some time, through the medium of the other departments. He certainly gets out some very superior jobs for the *Chronotype*. And it is a kind of advertising, but it should certainly not be the only sort that is done. Now that you have such pleasing and distinctive stationery, you would do well to stick to it until all your correspondents have a chance to see it, at least. A printer's time would generally be much more profitably employed by getting up the kind of work Mr. Lampman admits assuredly should be used, rather than in assembling a dozen brands of individuality on his own stationery. And that Mr. Lampman can write as well as print is evident from his letter.

Mr. Lampman has discovered an error on work reviewed in this department which entirely escaped the critic; and he has alluded to the matter in a way which shows him to have "the makings" of a humorist in him.

BUSINESS NOTES

This Department is conducted for the benefit of advertisers, and expresses their claims and views

The Poster Album, issued by The Ault & Wiborg Company, in substantial cloth covers, serves not only to show in a most attractive and instructive manner all the strength and beauty of their famed makes of inks in many rich and varying tints and colors, but is a model text book for the use of colored inks, teaching by pleasing and convincing examples. Many of the plates shown are works of art, and the Poster Album may well be kept as an art treasury as well as a text book of color combinations.

* * *

The half-page advertisement presented this month by the Globe Engraving and Electrotyping Company, of Chicago, deserves especial attention. The plate printed from is a nickeltype, from a half-tone, from a zinc etching, from a proof, from an electrotype, from a wax engraving, from a pen drawing and a photograph of a globe. Every process except wood engraving was used in the operation of producing the plate for this advertisement, and the white lines around the large letters in the center panel are engraved by hand. It is an instructive curiosity in the engraving art, the possibilities of which have become almost unlimited.

* * *

The H. C. Hansen Type Foundry, of Boston, advertises this month novelties in the shape of beveled quads and quotations that will at once commend themselves to every practical printer. They entirely do away with the necessity of the use of plaster paris for holding types in place where other than straight lines are used in designs. The illustrations and text in the advertisement fully illustrate their value and explain their uses. They will be found great time and money savers and will aid the use of slanting lines or panels and help to render it possible to make striking displays in composition with no more cost or time than is required in the setting of straight matter, and render the justifying and handling such forms just as easy and as safe. Every printing office should have a font of these beveled quads and quotations.

* * *

H. D. Roosen Company, of Brooklyn, N. Y., and Chicago, Ill., have just issued a most valuable and comprehensive catalogue of their inks. The work has been gotten up with the greatest possible care and taste, and for highest excellence in color printing is a model. It shows perfectly how inks may be made to cover paper in solid colors without a flaw, and gives as well all the possible beauties of different tints properly printed. Not only are their regular colored inks shown in a way to tell the results possible by their use and to enable the printer to order intelligently therefor, but the three-color process inks, cover inks and also numerous tints, which are usually printed in a book by themselves. The book is convenient in form and size and a thing of beauty in itself. An introduction and a special notice are printed in three languages.

* * *

Samuel Bingham's Son Manufacturing Company present a timely advertisement this month with regard to their widely famed printers' rollers. This company have an experience of very many years and possess all modern knowledge, equipments and requirements to cast rollers to suit the work, the presses and the seasons. They issue mailing cards and other advertising matter that contain valuable and reliable suggestions as to when to have rollers newly cast to suit the weather and all other conditions of the changing seasons.

By reason of long absence in the east we neglected to mention in October issue the very grateful, kindly received and thoughtful act of Sigmund Ullman at the meeting of the United Typothetae of giving to each member and visitor a handsome picture of Niagara Falls, so printed on cardboard with Ullman inks as to look like a photograph. We have our copy framed, as doubtless have many others, and it makes a splendid ornament for the sitting room—it was too good for the office.

* * *

The illustration is an excellent view of the new building occupied by Southern Printers Supply Company, the Washington, D. C., house of Barnhart Bros. & Spindler, located at 425-427-429 Eleventh Street, N. W., on the leading business street of the city, in the heart of the printing trade.

A complete stock of Superior Copper-Mixed Type and all printers' supplies and machinery, electrotype foundry, machine-cast roller plant and machine-shop for rebuilding printing machinery, in a building of practically unlimited weight, carrying capacity—heated by steam, with electric elevator and every modern facility for quick expedition of manufacturing and handling of business—places the Southern Printers' Supply Company as the leading and most complete house in its line in the entire South or East.

The business was established five years ago, and in this short time has grown in the strongest favor with all the leading printers and publishers in the territory in which it does business.

Mr. W. Seton Kent has been the manager since organization, and attributes the continued and steady growth of the concern to fair dealing and the unbreakable rule of the house, to have no dissatisfied customers.

* * *

Mr. R. Chilcott, formerly of Kansas, who was one of the first fruits of the N. E. A. Convention, as a new settler in Guthrie, sends a newspaper with a name probably not duplicated anywhere in the world. It is the *Captain Maramec* and has reached well into its third year. No one, not even the present editor, seems to know why it is so called.

* * *

American type is as good as the name—*the best.* I use it almost exclusively, and it is indeed a pleasure to any craftsman to compose a job in "American" faces.

Talladega, Ala. LENNIS BRANNON.

* * *

The crowbar opens, but it never closes. Don't tear down unless you can rebuild better.

BERLIN INKS

VARNISHES AND DRY COLORS
BERLIN, N. J.

"The Ink that makes printing look better"

FINE JOB, BOOK AND NEWS INKS
PHILADELPHIA

Every printer has heard of them —most printers are using them; *the Best Inks* made in the land to-day. They sell on merit and they always stay on merit

BERLIN INK & COLOR CO.

MANUFACTURERS OF
Printing and Litho Inks, Dry Colors and Varnishes
Eleventh and Hamilton Streets, Philadelphia
BRANCHES: NEW YORK, DETROIT AND CHICAGO

R. H. DIPPY PHILADELPHIA

A FEW TWENTIETH-CENTURY SPECIALTIES

Made by The H. C. HANSEN TYPE FOUNDRY

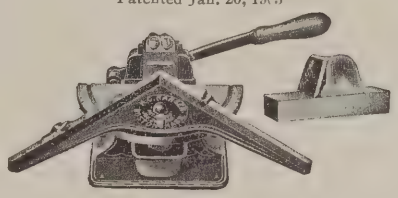
Hansen's Complete Mitering Machine

THE BEST MITERING MACHINE IN THE WORLD

Patented Jan. 20, 1903

Some of its Good Points

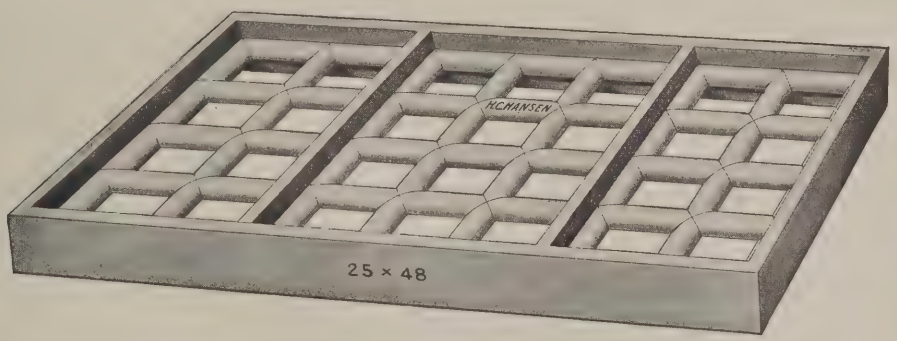
The rule holder has an angle of ninety degrees, so when placed in a central position you can miter square sets a lifetime without changing its position. It is easily set by a pin for any desired angle, *having no lines to guess at*, thereby enabling the operator to obtain the required angle positively accurate at all times. It is graduated by 12-pt. ems and has two gauges, the left hand gauge having a supporter that enters any one of the holes of even ems, and by turning the supporter each quarter turn it lengthens or shortens the measure a 6-pt. em. The knife is held firmly by two screws and is regulated by two adjusting screws. A jointer for sharpening the knife to the proper angle is furnished with each machine. This enables the operator to always have the same bevel, which is a very essential point in order to obtain a clean cut. The bed is indexed 2, 3, 4, 5, 6, 8, 10 and 12 respectively, representing the different angles for a 2, 3, 4, 5, 6, 8, 10 and 12 sided figure, therefore doing away with lines you have to guess at. The handle strikes a rubber tube, which does away with noise and jar received on other machines.



Price, with Cup for Chips, $13.50

Hansen's Mammoth Metal Furniture

LARGEST METAL FURNITURE EVER CAST



Sizes of Mammoth Furniture

12 x 15	15 x 20	20 x 34
12 x 20	15 x 25	20 x 48
12 x 34	20 x 20	25 x 34
12 x 48	20 x 25	25 x 48

Metal Quotations, Cast in Steel Moulds on a Type Machine

2, 3 and 4 ems in width and 3, 4, 5, 6, 8, 10, 12, 13 and 15 ems in length

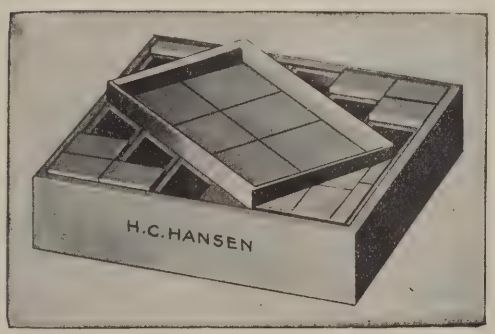
Labor Saving Metal Furniture

2, 3, 4, 5, 6, 8 and 10 ems in width and 4, 5, 6, 8, 10, 15, 20 and 25 ems in length. Other lengths to order

Price 25c per pound
Usual discount

Hansen's Beveled Quotations and Quads

A TIME SAVER ON INTRICATE COMPOSITION



Patent applied for

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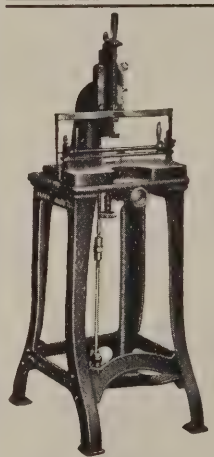

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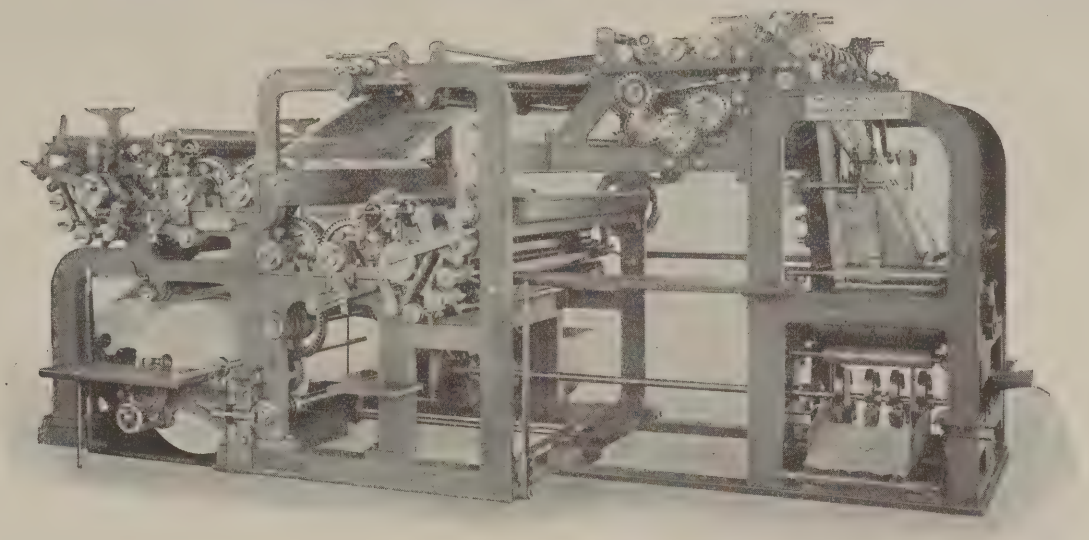

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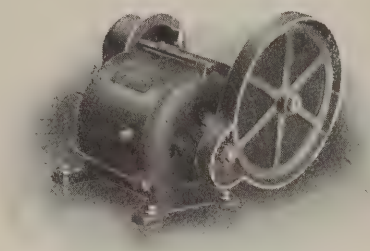

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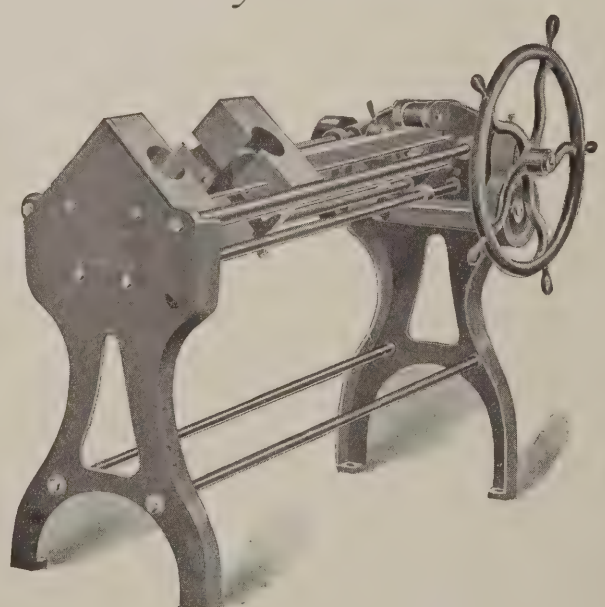

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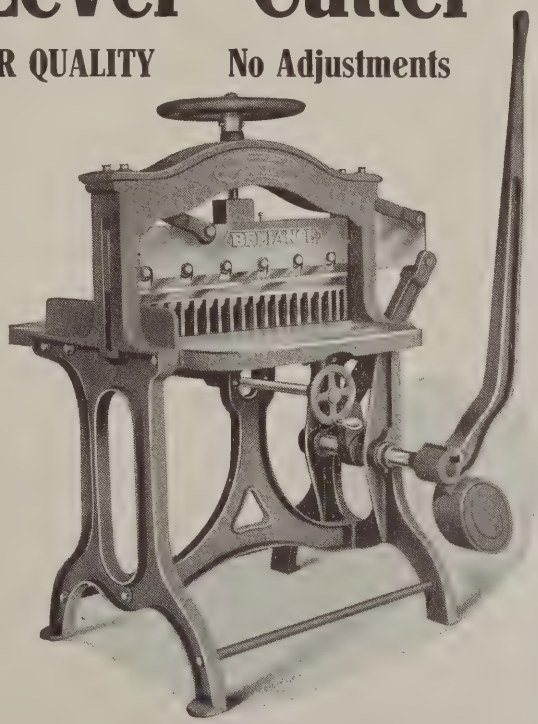

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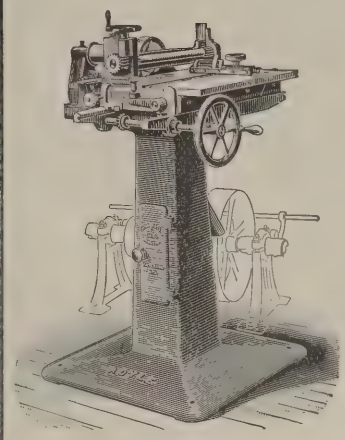

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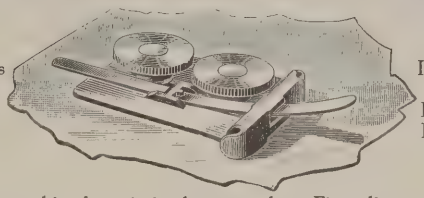

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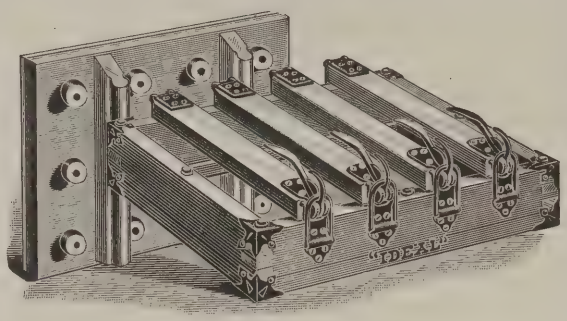

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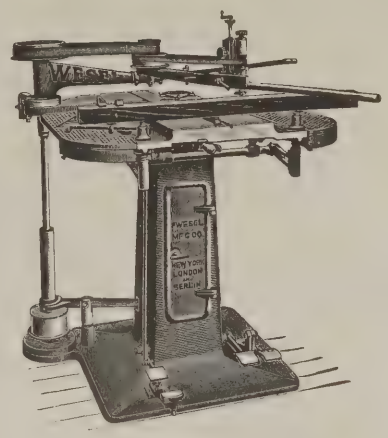

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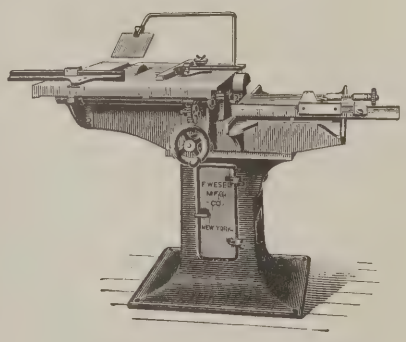

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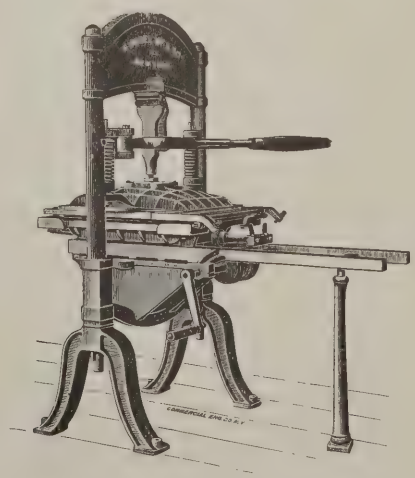

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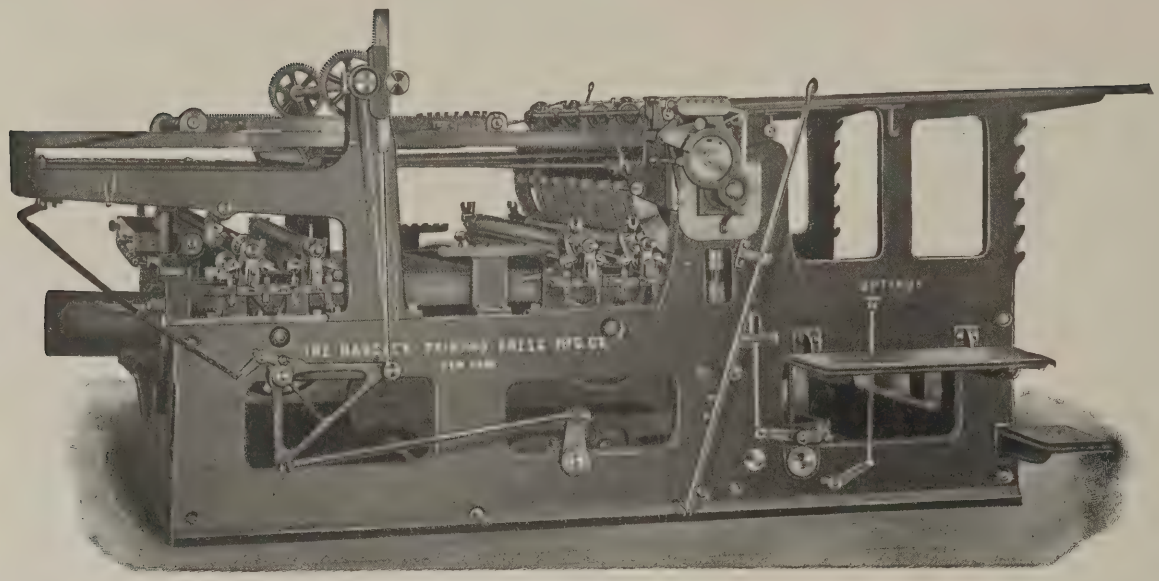

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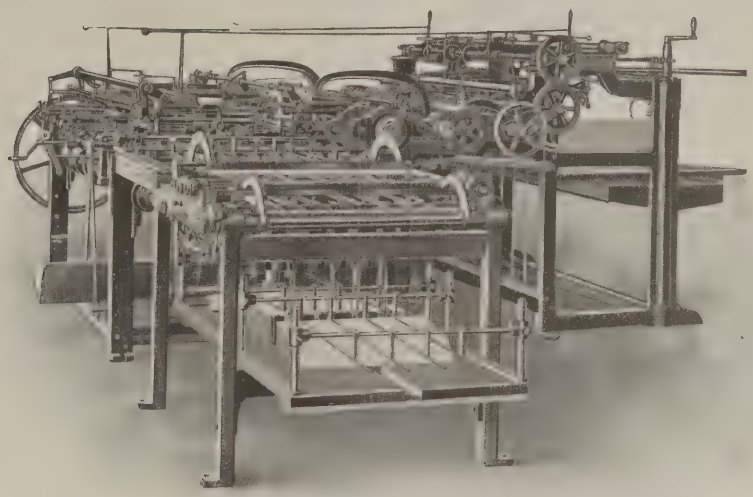

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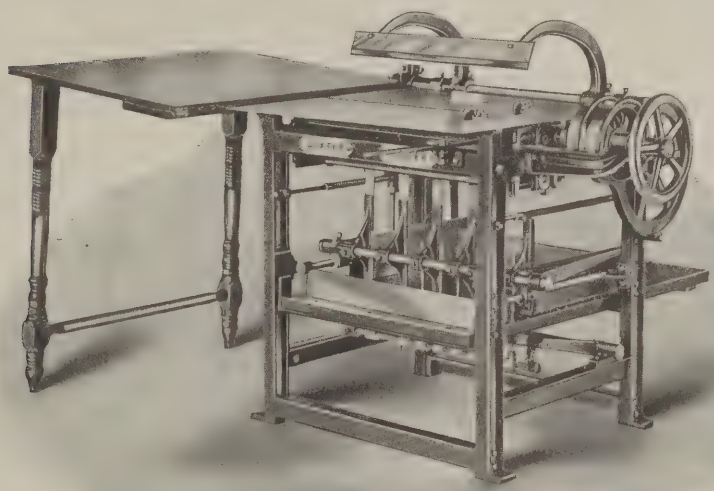

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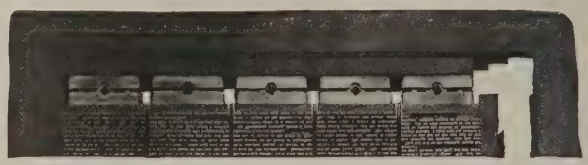

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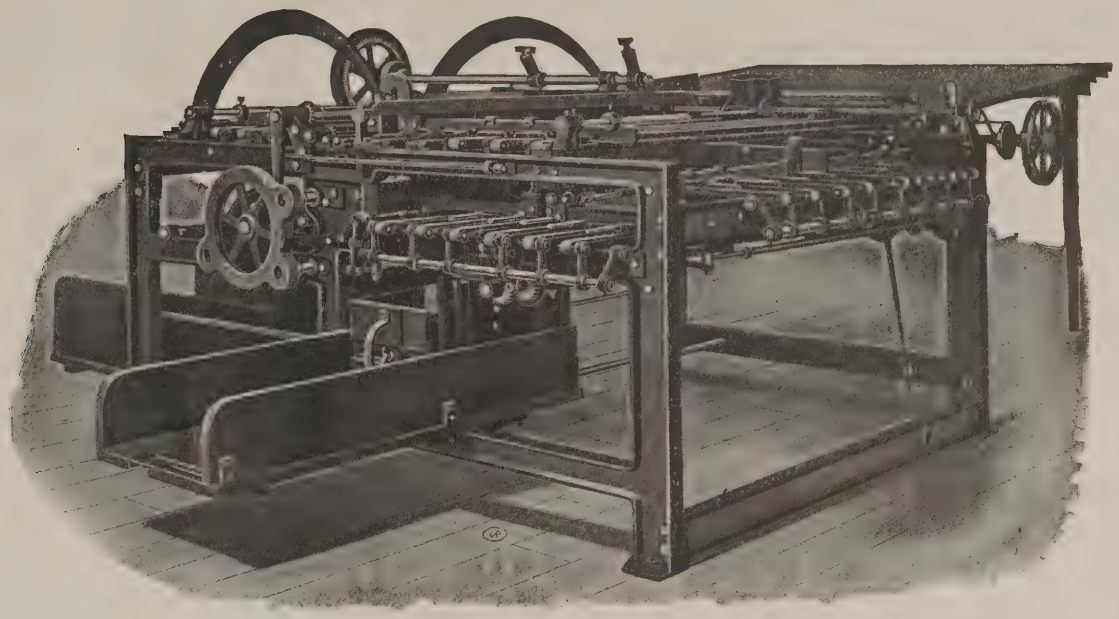

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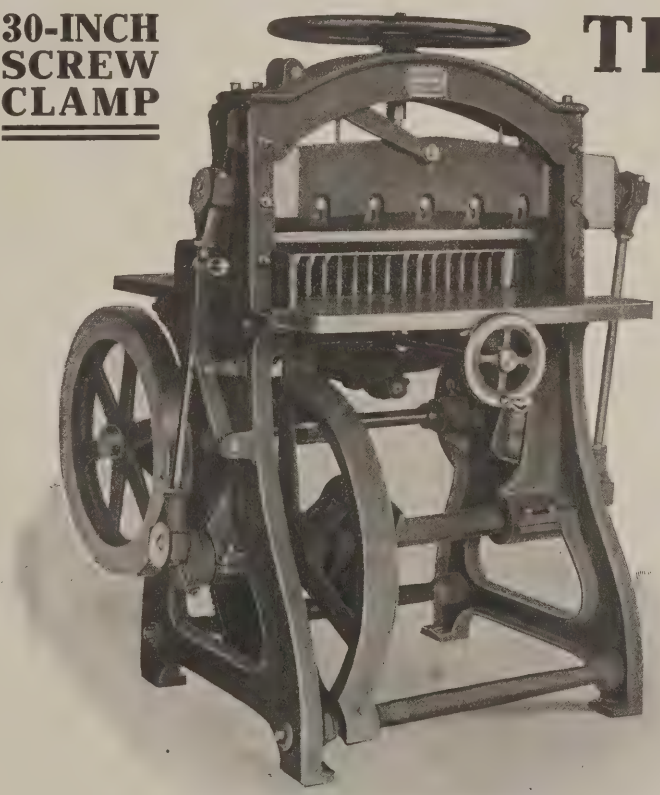

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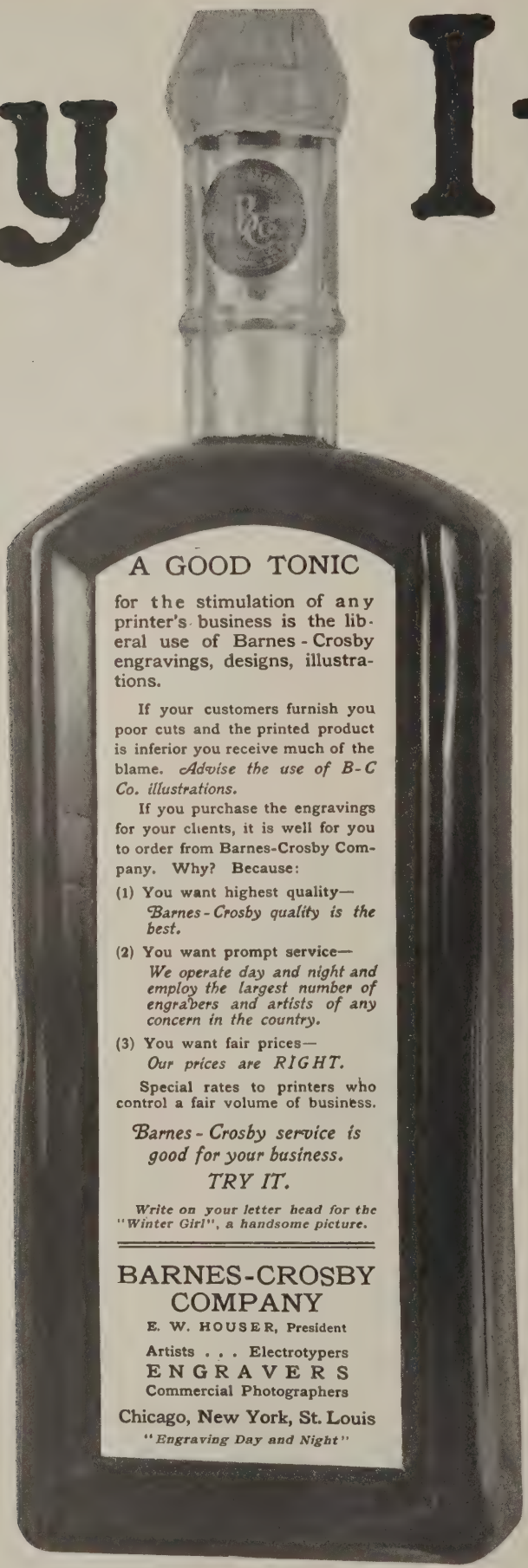

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The MONOTYPE

¶ THIS IS A LABEL attached in the Government Printing Office at Washington to proofs of Slug-set matter:

NOTICE.

Composition on this work was done on Linotype Machines.

AVOID CHANGES

¶ VOLUMES are to be read in its laconic injunction to "Avoid Changes."

¶ THE PRODUCT OF THE SLUG-MACHINE is a line-long stereotype; a line of words inseparably tied together, where every change of a letter means the waste of a line.

¶ IF A LETTER IS WRONG in a thirty-em Slug, you lose the Slug—and thirty ems of composition are gone to the bad. Therefore, with Slug-set proof it is necessary to "Avoid Changes."

¶ BUT THE PRODUCT OF THE MONOTYPE is a line made of single types; and a wrong letter in a thirty-em line means only the loss of one em or less. Compare this with the Slug method and you will find a saving of twenty-nine ems of composition.

¶ THEREFORE, you need never mark Monotype proof "Avoid Changes."

¶ THE DIFFERENCE IN PROFIT is obvious.

& THREE PROMINENT PRINTERS

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The Government Printing Office Inquiry

THE TESTIMONY OF MESSRS. J. J. LITTLE AND T. L. REDFIELD ON THE COMPARATIVE MERITS OF THE LINOTYPE AND MONOTYPE MACHINES

DURING the recent hearing of the charges brought by the Mergenthaler Linotype Company against the Monotype Company, through which it sought to induce the President to revoke the contract for seventy-two Monotype machines ordered by the Public Printer, many printers of highest standing were examined as to the comparative merits of the two machines. Among the number were Mr. J. J. Little and Mr. Tyler L. Redfield, of New York, and the following excerpts from the testimony of these gentlemen will be found of interest:

MR. LITTLE'S TESTIMONY

¶ Being asked if in the matter of corrections there is any advantage in one machine over the other, Mr. Little said: "Well, it is very difficult to make corrections in Linotype matter as compared with Monotype. In the Linotype the unit is the line, and if there is a wrong letter you have to reset a whole line; of course, there is always a liability of the compositor making another error in running out the correct line. Whereas, in Monotype matter you can substitute a new letter for the one that is wrong, as you do with hand-set type." When asked which machine he should choose for turning out the *Congressional Record* (which is plain, straight work), Mr. Little replied: "I should use the Monotype." And to the question: "What special classes of work are the two machines best adapted for?" he said: "The Linotype is best adapted to newspaper work, or work where there is very little correcting to be done, or work where the little burr might not make much difference in its appearance—what we should designate as the lower class of work. That is what we use it for." When asked in what other respects the Monotype is superior to the Linotype, he replied that "in the Monotype work you get a very sharp face," and added: "We use it for making all sorts of technical books, where corrections are apt to run very heavy. On the Linotype we could not do such a thing, because we might have to reset entirely."

MR. REDFIELD'S TESTIMONY

¶ Perhaps no house in the country does work that averages higher in quality than does that coming from Redfield Bros. Several years ago this firm installed Linotypes, and subsequently threw them out and put in Monotypes. Mr. Tyler L. Redfield's testimony is interesting reading to those contemplating the installation of typesetting machines, as it tells why he replaced Linotypes with Monotypes.

MONOTYPED BY THE AMERICAN BANK NOTE CO., NEW YORK

The Government Printing Office Inquiry

When asked to compare the scope of the two machines, Mr. Redfield said: "We find the scope of the Monotype materially exceeds that of the Linotype; it is more elastic. We count on it for better work in a technical way."

Being asked as to why he discarded Linotypes for Monotypes, he replied: "Well, it came to a point where we had to have better composition, a better quality of work."

Then occurred the following:

Question: "Was any criticism made to you as to the character of the work done by the Linotype machines?"

Answer: "Yes."

Question: "Please state what it was."

Answer: "Well, we had a large publication, the '*Outing Magazine*.' We found it impossible to do it on the Linotype satisfactorily to the publishers. We could not get good plates from the Linotype and the run was too long to work it from slugs."

Question: "Do you mean electroplates?"

Answer: "The electroplates were never good. We had to keep sending them back again and again to be corrected for faulty letters."

Question: "Well, you set '*Outing*' on the Linotype machine, did you?"

Answer: "I did not."

Question: "Did you set it on the Monotype?"

Answer: "The Linotype was not good enough. We could not get the result, consequently we had to lay in foundry type and set the magazine by hand. Then somebody came along who had a Monotype, underbid us, and we lost the publication."

Question: "Mr. Redfield, did your house print this little book called 'The Linotype in Book Offices?'"

Answer: "Yes."

Question: "Printed from slugs of the Linotype machine?"

Answer: "Yes."

Question: "How much time did you take to get this out?"

Answer: "I presume that piece of work was in our hands four months, designing, setting the type, and doing the presswork."

Question: "How much of that time was occupied in setting the type by the Linotype?"

Answer: "Actually setting the type?"

Question: "Yes."

Answer: "I would be ashamed to tell you."

Question: "Mr. Redfield, how many recasts did you make of the type in this work ('The Linotype in Book Offices') in order to get the perfection attained?"

Answer: "That book was set probably six times straight through; each slug was recast on an average of six times to get perfect slugs."

MONOTYPED BY THE AMERICAN BANK NOTE CO., NEW YORK

THE MONOTYPE

Norwood Press

Office of J. S. Cushing & Co.

Dictated. Norwood, Mass., Oct. 28, 1905.

Messrs. Wood & Nathan Company,

Gentlemen:-I am sending you in a separate package, with my compliments, two photographs; one of our keyboard department with ten young ladies busy there, and one of the casting room showing the eight casting machines with the force which runs them. I thought perhaps these might be interesting to you. These young ladies are all doing mighty good work, and their proofs are quite as free from errors as those made from hand-set type.

You might be interested to know that a representative of the competing machine visited me yesterday for the purpose of convincing me that the Linotypes were, after all, the machines I needed. I think before he left for Boston I had about convinced him that the Monotypes were by far the best machines for our purpose.

Very truly yours,

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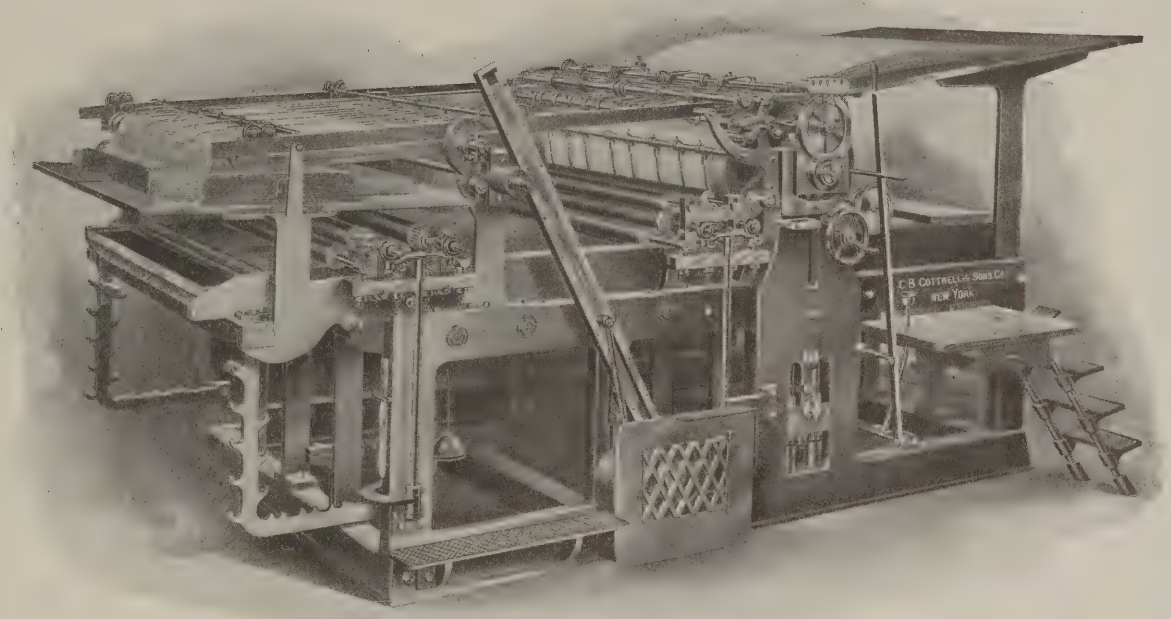

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THE Caslon Old Style is one of the most popular faces made, and deservedly so. It has not only beauty, but strength and character as well, and after almost two hundred years of continual use is more in demand than ever. Nothing produced by human energy is perfect, and, if Caslon I. had at his command modern facilities and were cutting to meet modern conditions, he would, no doubt, have modified and improved his work. When the Inland Type Foundry purchased the right to make this face in the United States from the Caslon Foundry, it made some minor corrections which have added greatly to its popularity. Its most serious remaining faults can be traced to the change in conditions. At the time it was engraved paper was invariably wet before being used, and the ink, carefully distributed by means of balls instead of by rollers, was not only jet black, but was forced into the paper to such an extent that the resulting print was much blacker and more intense than is produced with modern ink, rollers, and modern presses on modern paper. It is to meet these conditions that the NEW CASLON face has been cut. While it closely follows the Caslon design, minor crudities, due to imperfect tools, have been omitted, the different sizes are properly proportioned to the body, are identical in design, and the lines have been strengthened so as to give the face proper color. This New Caslon is in no sense a Full-Face or Bold; it is offered as a body letter where more color is desired than in the original Caslon. It will be ready in all the regular sizes from 6- to 30-point inclusive by the time this announcement reaches you. The larger sizes will be completed as rapidly as possible. Specimens sent on application.

BE A 20th CENTURY PRINTER

UNITED PRINTING MACHINERY COMPANY

A Company organized to manufacture and sell machines and appliances for reducing the cost of production of printing.

AUTOMATIC TYPE MACHINE.

Leased to printers (30 years, $2000), for making their own type from 6 to 36 point bodies; matrices ready for sale or rent for nearly all the standard and popular type faces and borders. The cost of type is about 6c. per lb., plus metal.

DUX FEEDING MACHINE.

The lowest priced feeding machines; effective on long and short runs of all sizes and kinds of paper.

AMERICAN ROLLER WASHING MACHINE.

A machine for washing rollers for cylinder presses. A great economizer in offices running five presses or over.

VICTOR STEEL DIE EMBOSSING PRESS.

Used by the leading steel die printers. Price reduced.

STEEN POWER COMBINATION PUNCH AND EYELET MACHINE.

The only machine that punches and eyelets at one feed. Price reduced.

SPARKS ROUND-HOLE MACHINE.

A small machine, using ⅛h.p., that does the work of five $200 punching machines, and better work.

SPARKS SLOTTING MACHINE.

Cuts slots in loose leaf paper, and card work of all kinds.

SPARKS CRIMPING MACHINE.

Crimps the binding edge of loose leaf papers, completing the operation without pressing.

DUNNING DECKLE EDGING MACHINE.

Puts a deckle edge on any kind or size of paper, after the printing. Cost of deckle edging is nominal.

MALEY IRON REGISTERING BLOCK.

Holds all sizes and shapes of electrotypes, registering them quickly and absolutely.

ELLIS FAC-SIMILE TYPEWRITER RIBBON HOLDER.

A small device ($10.00) for holding a typewriter ribbon on any job press, producing a perfect imitation of typewriter effect from type.

TYMPALYN.

A woven wire blanket filled with rubber, for use on printing press cylinders, resulting in a saving of one-third the time of make-ready.

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Everything of iron, steel, copper brass or wood, used in a printing office, at lowest prices.

EVERYTHING FOR ELECTROTYPING.

We manufacture the celebrated machinery of Geo. E. Lloyd of Chicago, and Lovejoy & Co., New York.

EVERYTHING FOR STEREOTYPING.

In this we excel. Nearly all the machinery used by Western Newspaper Union, A. N. Kellogg Newspaper and American Press Association, was made in our Geo E. Lloyd factory in Chicago.

EVERYTHING FOR PHOTO ENGRAVING.

Complete plants, cameras, screens, lenses, etc., and all the machinery.

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CHICAGO: 337 and 339 Dearborn St. (E. C. Williams, Manufacturing Manager. B. O. Henning, Sales Manager.)
BOSTON: 246 Summer St. NEW YORK: 12 and 14 Spruce St. Factories at Chicago, Boston and Plainfield, N. J.

Everything for the Printer, Electrotyper, Stereotyper and Engraver.

SANDERS ENGRAVING CO.

NO QUESTION ABOUT IT

WRITE TO SANDERS

HALF-TONE ENGRAVERS
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Sanders makes a specialty of Engravings for Newspapers and Publishers.—Write for our New Book of Engravings.

Four years ago we adopted the word "SCHRODINE"— in order to protect our goods against imitators

A Modern Miracle

WONDERFUL

BROWN AND GREEN EFFECTS

IN

Burr-McIntosh December Number

LAST SIXTEEN PAGES

ARE PRODUCED BY

ONE IMPRESSION

WITH

Schrodine Art Tone INK

An ink producing *DECIDED* two tone effects, possessing perfect working qualities, drying over night and not requiring slip-sheeting on account of "tinting off."

Absolutely Does Not Pass Through the Paper
Supplied to Match Any Desired Shade

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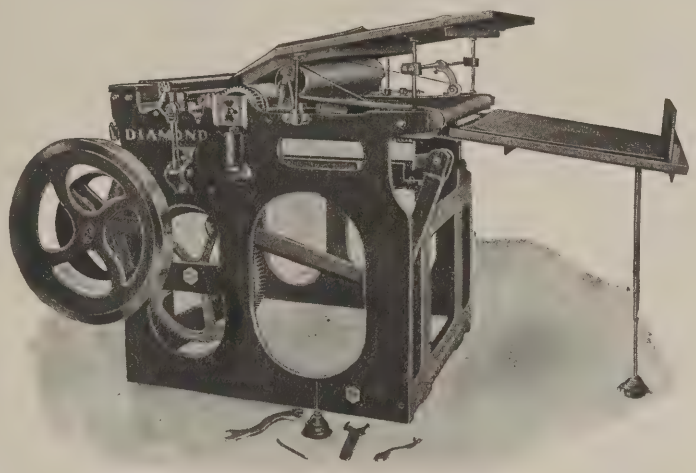
THE DIAMOND CYLINDER PRESS

Was designed and built especially for the COUNTRY NEWSPAPER PUBLISHER



A six-column folio press that is low in price, but has the fine distribution and the rigid impression of the high price drum cylinder. It has already produced a revolution in the appearance of country newspapers.

ASK TO HAVE THE OPINION OF SOME OF THE USERS SENT TO YOU

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SEND FOR SPECIMENS OF NEW FACES—

The Caslon Bold
The Washington Text
The Lowell

Ask our competitors about **KEYSTONE TYPE** *and hear them "knock." "And that's a very good sign."*

BROWN FOLDERS—*Well, if you will put one in, we will leave it to you if they are not the BEST on earth.*

On large size **GOLDING JOBBERS** *we will guarantee you 20 per cent more product than you can get from other makes. Is that worth while? Better see us.*

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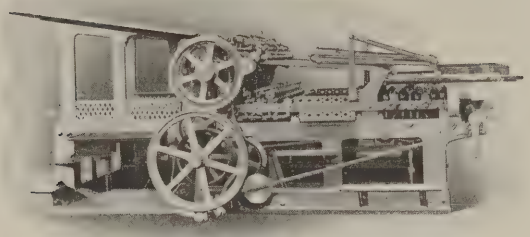
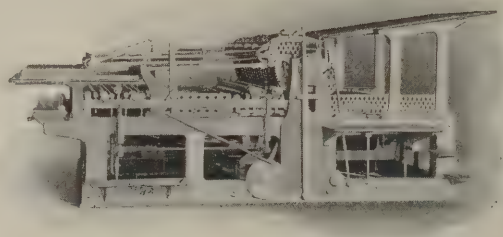
MESSRS. P. F. COLLIER & SON

OF COLLIER'S WEEKLY

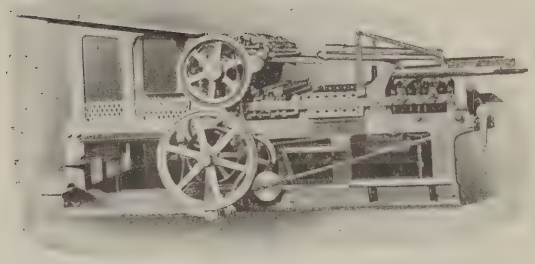
ORDER

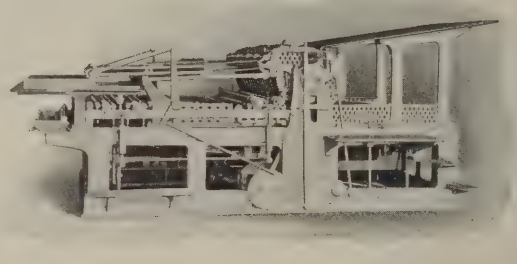
8

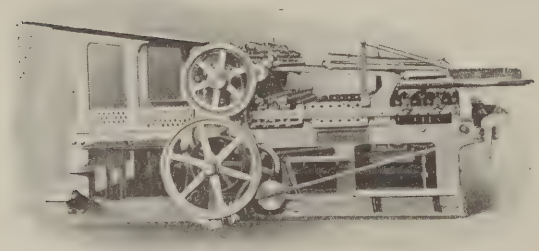


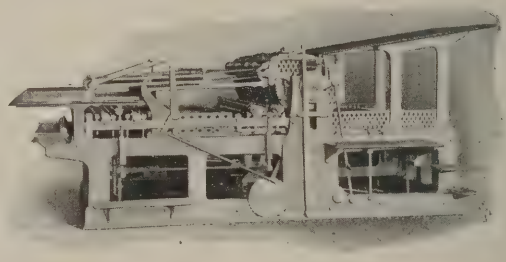


CENTURY PRESSES

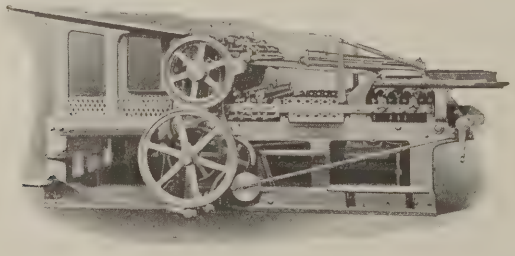


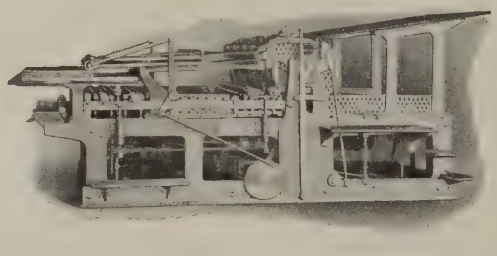






Thus another of America's foremost publishing houses in aiming to improve the typographic excellence of its great weekly, selects the CENTURY



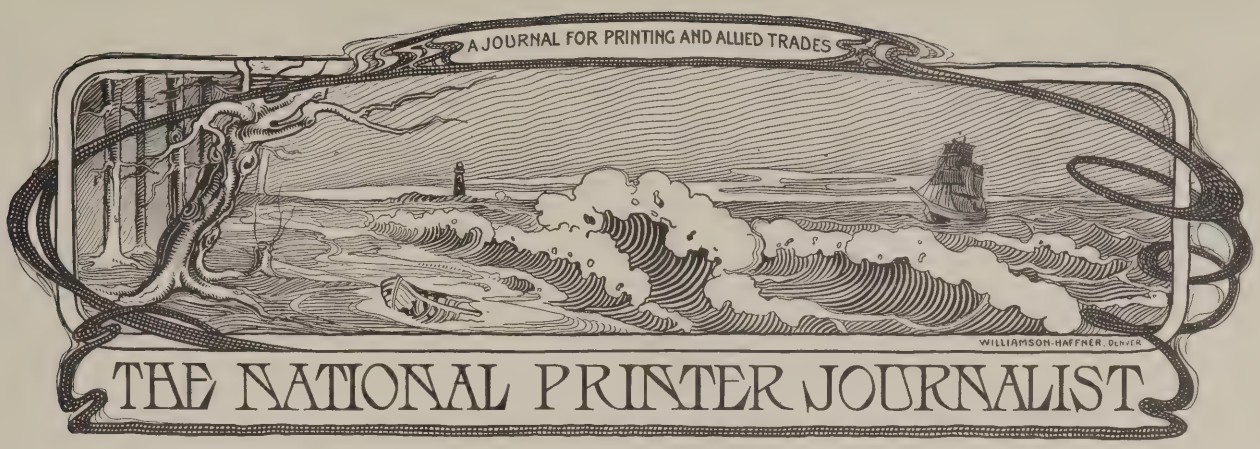


We would recall to your mind that early in the year Mr. Frank A. Munsey ordered 10 Centurys. This battery has now been running several months. During this period the daily product of Mr. Munsey's pressroom has been increased nearly 33⅓ per cent, while fine half-tone and exact two and three color register work has been profitably produced at a speed of 1800 an hour.

Thus Does the Century Make Good

THE CAMPBELLL COMPANY HENRY A. WISE WOOD, *President*

334 Dearborn St., Chicago 1 Madison Ave., New York



Volume Twenty-two | Chicago, December, 1905 | Number Twelve

EDITORIAL NOTES AND POINTS.

ONE of the men who has made a most signal success in newspaper making in the United States is James E. Scripps, founder of the Detroit, Mich., Evening News. His experience is especially valuable to members of the craft and his opinions are golden and worthy of observance. On his seventieth anniversary he said:

"It is along the line of better editing that improvements must come, in the journalism of the future.

"Whatever success I have had, I will say this: That I have never reached my ideal of publicity. Journalism is so vast, so complex, that no man may lay down and follow an undeviating plan. He is obliged to change, from time to time, to suit the requirements of the hour. As for the editorial page, I am more and more surprised, often astonished, at its genuine helpfulness, at its resourcefulness, at its immediate and vivid interpretation of events. There will always be room in my opinion for the editorial page. The people, thinking for themselves, also like to know what the paper thinks.

"I believe that some of the best writing today is done by reporters and is found in American newspapers. This is especially true of the class known as special writing. Much of it is of the highest order. The newspapers of today, broadly, have improved immeasurably on the old style of journalism. The crisp, direct, nervous style has superseded the old-time, formal manner. It is in keeping with the spirit of our people."

What Mr. Scripps says as to the necessity of "change from time to time, to suit the requirements of the hour," is applicable in a greater or less degree to all callings in this age of progress and widening intelligence, improved appliances and changing methods from the farms to the great manufactories and mercantile establismments; from the district school to the great university; from the country parson to the minister over the largest metropolitan church.

The greater complexity of the newspaper calling, that ministers to all the members of the trades and callings and must deal with the changing conditions and views, and keep up with all improvements, changes and advancements in all the fields of industry, of education, politics, statesmanship, sociology, society, municipal, county, state and national government, sanitation, public utilities, great and small benevolences in public and private charities, in reformatory, punitory and elemosynary institutions in commerce and even in religion or the beliefs and methods of the churches, makes journalism the more complex and difficult. In our enumeration we purposely mention things that trench one upon the other, in order to make clearer the vast interests that must be, to a greater or less degree, covered by the public press. There is nothing that is human, nothing that touches humanity at any point, foreign to the newspaper.

* * *

Every one should reënforce and fortify his powers —mental, physical and spiritual—by good, upbuilding habits, by order and system in study, work and meditation. One should never become a mere automaton and should be careful to keep alive the inspiration of high motive in every act. Neither the sentiments nor the imagination should be permitted to become dulled. It is a fact that many eccentric geniuses have made greater and more lasting impressions upon the world than have many of the methodical great men, but who can say what these geniuses might not have accomplished had they been reënforced by strengthening habits and system in their efforts? All good things can be overdone, but there is sound sense and philosophy in the following, by Prof. William James, of Harvard University, whch we find in the New York *Trade Review.*

The great thing, then, is to make our nervous system our ally instead of our enemy. It is to fund and capitalize our acquisitions. For this we must make habitual as many useful actions as we can, and guard against the growing into ways that are likely to be disadvantageous to us, as we should guard against the plague. There is no more miserable human being than one in whom nothing is habitual but indecision.

* * *

General prosperity is prosperity for the printer while general depression affects the printer first and continues longest in its depressing influence on the business. No other calling is more dependent on the growth of trade and industries, or more helpful thereto, but when hard times begin, everyone seems to think that economy must begin in the matter of printing, the idea seeming to be that it is an expense or luxury to be lopped off instead of an investment. The amount of printing matter is first curtailed and then every possible effort is used to get reduced prices. In 1893 this was especially noticeable in Chicago, as probably in other large cities. Orders decreased and firms who had for years given their printing to one

house that had come to look to them as regular customers, commenced to get bids on every job of work from ten to twenty different houses and to fight for lowest possible bids obtainable, regardless of the cost of the product. Printers, to hold business, to compete or to secure work to take the place of that which had been lost and thereby to keep their men employed and retain their organized force, commenced the cutting of prices until work was very frequently taken at from twenty-five to fifty per cent below actual cost. As one printer has it, there were many houses that would give from $1.10 to $1.40 in actual cash cost for every dollar on every job of printing. This condition continued until 1898, and was then only remedied through organization. It is singular how printers, apparently all over the world, have been inclined to shoulder other people's burdens and do printing at a loss. Merely changing dollars, even, is rather poor business, but when it comes to working and worrying and then paying for the privilege, it would seem that printers ought to have sufficient intelligence to avoid the policy. This condition is, as stated, general, and not confined even to the United States. Mr. J. A. Burke, a printer and newspaper publisher of Sydney, Australia, is reported in the last issue of the *British Printer* as saying in response to the question by a reporter, "Competition is doubtless keen enough?"

"Rather! Just as in England, prices are very much cut; but an effort is now being made to overcome the evil by forming Master Printers' Associations—with what result remains to be seen."

* * *

People in all the free and enlightened nations are very much the same as to their demands upon a newspaper, so that what makes a success in England will be likely to be very valuable to the members of the press in the United States. The *Lloyd News* of England was established in 1842, and now maintains a circulation of over a million and has been from its start, a wonderful success, and the following newspaper essentials have been kept in view throughout its career, as told by a writer, evidently speaking from the standpoint of the responsible head of the paper, in the November issue of *Profitable Advertising:* "Give all news of importance and print it in a way that makes it easy to read. Further, if the paper is to grow in public favor, its news must be reliable. The reader must be made to feel that so far as is possible the facts set out have been verified before they are printed. Then, too, it must give the very latest news. Hot news, fresh from wire and cable, flashed from all parts of the globe. These things tell.

"Something more than news is also required for a newspaper. Along with papers on science and art, the drama and sport, there must be good, bright fiction. The housewife has to be kept informed on the newest fashions, as well as a multitude of subjects relating to home life. A medical column by a doctor of known repute is eagerly read. History, biography, and nature notes furnish useful lessons; while a deeper feeling is touched in a weekly sermon by an eminent divine."

* * *

Some of the leaders of unionism, in Chicago, complain because they have been enjoined from interfering with employers and their employes. It used to be a homely saying, "What is sauce for the goose is sauce for the gander." How would union leaders like to have employers and non-union printers constantly interfering with their unions and the members, boycotting the members, following them around or writing letters to them, with the object of persuading them to leave their unions, to cease paying dues, harassing them with vile epithets or hateful names? It ought to be settled after a while that this is a free country in which every one is entitled to his individual rights and beliefs, and to the management of his own affairs, free from annoyance, from being badgered or sought after with bribes, persuasions, or anything else to prevent his living out his own life, the performance of his duties, and working out his own destiny as a worthy citizen, responsible only to himself, his family, his God, his country and his fellow man.

* * *

Happy is the family of which the All Father is a member; happy the community whose newspaper is conducted in the spirit of His Son, "Our Elder Brother," who taught love and service to mankind as the highest duties of life.

* * *

Horace Greeley was a great believer in personal mentions for a local paper, and once advised the editor of a weekly newspaper to find occasion to name every one of his subscribers in his columns at least once a year. The Louisville, Ky., *Journal* took a new method of complying with this and thereby doing a great public service as well. It published every name in the poll, forty-seven thousand names in all, and asked for corrections. Some two thousand fictitious names were found. The result showed that, as a matter of protection from fraud at the polls, the publishing of the names of voters in the newspapers would be profitable publicity to be paid for by the city, town, county or state. It would be good business for any newspaper to publish such a list at the actual cost of composition, press work and paper, and in many cases, in small cities at least, such publication would pay for the news contained therein. Such newspaper publication, if paid for at public expense, would be more economical than the methods now used to secure accuracy and honesty. *Newspaperdom,* of New York, says:

> On the face of it, a list of names might not seem to be a highly interesting feature to be run by an up-to-date newspaper, and yet the registration lists in the *Evening Post* were scrutinized, ward by ward and precinct by precinct, and proved of great interest.
>
> Many remarkable disclosures were made. The saying that politics makes strange bedfellows was never more pointedly evidenced than in the case of registration, when citizens, reading the list of names from their precinct, saw strange individuals registered from their own homes, from the alleys in the rear, from their neighbors' houses. School children, dogs and dead persons were registered.

Publicity is the greatest safeguard of the people's rights, and of free government.

* * *

All the numerous friends of Mr. Walter Williams, editor of the Columbia, Mo., *Herald* and a past president of the National Editorial Association, will be pleased to know that he is convalescing from his recent severe illness and expects to be able to resume his editorial duties by December 1. Mr. Williams is highly esteemed and sincerely loved by hundreds of editors throughout the United States, and by reason of his work in connection with the World's Press Congress numbers admirers and sincere friends among members of the calling throughout the world.

In its closing article on the National Editorial Excursion, the Lebanon, Ill., *Journal* says:

At dusk we all assembled again at the station and were witnesses to the ceremony of presentation of a birthday gift to the corresponding secretary of the N. E. A., Hon. William A. Ashbrook, of Johnstown, Ohio. On him had rested the entire responsibility of the trip, and his attention to details and invariable good humor and courtesy had won for him the regard of all of the party.

It was his thirty-eighth birthday and he had recently taken the thirty-second degree of the Masonic order of Scottish Rites. A massive gold ring with diamond setting with the Masonic emblem of the advanced degree was presented to Mr. Ashbrook by Mr. Lowry, of Texas, in a neat little speech which was cut short by the whistle of the train.

The political train in Ohio had been whistling for Mr. Ashbrook ever since until election day, when he was found on board as a member of the Ohio Legislature with a majority greater than that received by any other candidate in his county. He evidently learned to sprint well on the editorial trip, for his last run distanced all competitors, and now his friends are talking of placing him in the race for Congress. A few more editors in that body can make themselves useful. The broad information, and the intimate knowledge, obtained of every section of the Union and the acquaintance with representative editors and the people are important as finishing equipments for men who are not only to represent their own constituents, but to look well and wisely after the interests of the whole country.

* * *

Temperance, or moderation, contentment, sincere love for fellow man, for nature and for God, pure air and sunshine and proper outdoor exercise, if this is not afforded by your work, will do more for health, long life, genuine prosperity and happiness than will all the medicines, doctors, luck or opportunities, wealth, leisure and amusements. As to the employment, the more diversified it is in its duties, the more it brings one opportunities for direct service to his fellows, the more it appeals to the highest faculties of the mind and to the purest, noblest sentiments of the heart, the more it brings one into friendly, helpful sympathy with others, the better and the more strengthening is its influence upon one's own life. In all these particulars we know of no other calling that equals that of the enthusiastic, honest, true-hearted modern newspaper editor and publisher who owns and controls, writes for and helps, in every way, the making of his own paper. It is largely the man who makes the character and influence of the employment.

* * *

To worthy attainment and success, the man who undertakes to lead, to instruct or to inform others, needs something that takes hold of, broadens, deepens, fills and stirs his own life. This has been true in all times from Plato and before, to Benjamin Franklin, from Franklin to Horace Greeley and Rev. Phillips Brooks, and from Brooks to Gunsaulus, the greatest of living divines. As Phillips Brooks once said, in substance, of the influence of the Christ life, spirit and teachings upon himself, it must be something that convinces the reason, lays hold of the affections, enlarges the actions, opens the whole being to the innocent, trusting freedom of the child, widens the views, influences to the living the larger life, invites and spurs forward to every noble duty, to every faithful fulfillment of all that is himself. Three score years of observation of, and experience in, nearly every walk of life, have taught us that men are not so greatly different in abilities as in the great enthusiasm or purpose that leads, inspires and enforces to, and sustains in, efforts for accomplishment. This force may come from worthy ambition, a deep philanthropy, a true love for, and an enthusiasm, pride in and devotion to a calling, an invention, a science or other controlling object or idea, or from a high sense of duty, either religious, patriotic, filial, domestic or philanthropic.

* * *

It is a good thing to get the thoughtful views of unprejudiced outsiders as to our work. If you measure yourselves by yourselves and compare yourselves among yourselves, you are not wise, was the teaching of one of the wise of olden times. It is wise to go out in the world to seek wisdom. Mr. J. A. Burke, formerly of the Sydney, Australia, *Morning Herald,* and the founder of the New South Wales Overseers' and Managers' Association, interviewed by *British Printer,* London, England, said of his recent travels in this country:

"In the States! Well, I had a great time there. I went through most of the large printing offices and type foundries in San Francisco, Chicago and New York, and was much struck with the numerous labor-saving devices seen on all sides, brought about, I believe, by the high rate of wages that have to be paid in the larger American cities. Why, in one New York newspaper office I had the privilege of inspecting the wage book and was amazed to notice that several of the stereotypers, such as the men working on the casting box and dressing horse, were down for as much as from $40 to $43 for the week—part of the amount overtime. Just fancy, £8 per week for ladling out lead. It is wages such as these that makes the American printer throw out a new machine after six months' use if a new device is brought along that will turn out a few hundred more per hour. You see he recognizes the fact that labor is his dearest commodity."

"And what of cylinder machinery?"

"I did not see one stop-cylinder machine in use over there during the whole of my tour, all those coming under observation being of the Optimus, Miehle, Walter Scott or Huber-Hodgman two-revolution type, whilst several offices had large rotary machines turning out their catalogues and book work. In one office that I visited—Donnelley & Sons, Chicago—there were four large rotaries running on work for Marshall Field and the telephone company. One order that was being run off was for 150,000,000 of premium coupons for a dry goods firm, whilst there were several quartos and folios of from 750 to 1,000 pages for which the number required was over 750,000. The contract for the Telephone Guide of 1,000 pages is for a daily delivery of 10,000 books; the Guide, which is issued quarterly, is foolscap 4to set in 6-point (for almost every one is on the 'phone in Chicago). Over 400 people are employed in Donnelley's bindery alone—the foreman is an Englishman, by the way—where there are several perfect binders, as well as a new rotary trimmer that trims the three sides of the book in one revolution at the rate of 10,000 books per day. So it is right through the place. The payment of labor and rate of living being so high the employer is compelled to put in the labor-saver."

"And concerning the workman?"

"Well, as far as the skill, pace or agility of the American workman is concerned, I really did not see any appreciable difference between him and his prototype in other countries. As a matter of fact, I thought the American was slower in his movements, took things easier, had more freedom and did not delve in nearly as hard as we do in Australia. In several cities that I visited I saw linotype operators, makeup and advertisement hands who were smoking cigars at work, with the result that their movements were retarded in consequence and output suffered.

"I had the pleasure of going through the machine works of the Messrs. Goss, Hoe and Walter Scott, and fine establishments they are. I was also shown in New York the machines that it is said will revolutionize printing—the Planograph and the Lithotype, both of which print type characters from wheels operated by a keyboard from a machine similar to the typewriter direct to transfer paper, which is then transferred to aluminum plates and printed off at the rate of from five to ten thousand per hour, in a specially made cylinder press.

Both of them are as yet in the experimental stage, but the inventors assert that they will be live commercial propositions within a few years."

"What of British printing establishments?"

"Oh, I have not had time to go through many large English offices, but in the few that I did visit I was struck by the absence of the modern labor-saving appliances which are in use both in Australia and America. For instance, in one very large office I did not see one labor-saving dust-proof cabinet, and during the fifteen minutes I was in the jobroom I noticed that one man was disturbed no less than three times by others who required a case that was enclosed in the frame that he was working at. Those are some of the things they do not do in America. Then, again, your people stick to the old wooden quoin which takes so much time and skill to lock up and causes so much annoyance in the machine room when improperly done."

"Do we! Where have you been all the time?"

"Well, I never saw a wooden quoin in America. Another labor-saving device much in favor across the Atlantic is a combination chase, which can be made up to any size (the same as steel furniture) and which does away with extraneous wooden or metal furniture, thus giving a very solid lockup without spring; so far I have not seen any of these money-makers in use here. Most Americans also use point sticks where a change of measure can be made instantly. The sticks I saw in use here were the old iron ones that take so much time to adjust.

"It was not the craftsmen but the material they were asked to work with that struck me as being behind their American cousins. All of these appeared to be paying attention to their work, and slogging in harder than I thought the Yank did, but their output was retarded by not having the same speedy producing tools to handle."

"And you therefore conclude?"

"With the seven years' system of apprenticeship that prevails here, as against the four years' system of America, in conjunction with the fact that you have public technical printing classes in most of the big centers, the future of the art preservative in England is particularly bright, and there should be no fear about English printers not being able to hold their own with their fellow craftsmen over the water if employers will wake up and give them the latest tools to work with. As a matter of fact, for these reasons they should leave the Americans in the rear, for by their four years' apprenticeship system they are turning out very few competent tradesmen. In many large offices, as well as small, apprentices are put to roustabout work for the first two years, and by the time they are through their four years' term and have to be paid journeymen's wages they only possess a nodding acquaintance with the art, and have to perfect themselves at the employer's expense, as outside one technical school there are few opportunities for receiving such complete technical instruction as are obtained in England."

Mr. Burke is a native of Australia, and served his time in a jobbing office, but eventually turning to the news side of the business, worked on the Brisbane *Courier* and Sydney *Morning Herald*, whilst for the past nineteen years he has had charge of the mechanical departments of the *Sunday Times*, the *Referee*, and the *Arrow*, of Sydney. He has always been prominent in progressive movements amongst printers in Australia, and is practically the founder of the New South Wales Overseers and Managers' Association, a body somewhat similar in its aims and organization to the London institution. As a result, the printers of the parent State of the Commonwealth were brought into closer trade connection through the means of their monthly meetings, at which technical and other papers were read and discussed. This body also induced the State government to establish printing classes at the Sydney Technical College for both the compositor and the machinist, where a fine plant (the type section of which, by the way, was a gift from the Caxton Type Foundry) is installed and much good work is being done in teaching the youthful printers of Sydney the finer points of the art preservative.

Mr. Burke is also a worker on the benevolent side of the craft, and it is mainly through his efforts as secretary of the association that a movement has been starting for establishing homes for old printers in Australia. Whilst in America he paid a special visit to the Union Printers' Home at Colorado Springs, which is supported solely from the funds of the American International Typographical Union. He also intends going through the Printers' Pension Corporation Building at Wood Green, London, and reporting on the working of both institutions to the printers of Australia.

ESSENTIALS TO THE SUCCESS OF THE HOME PAPER.

Personal acquaintance with the people for whom you write is little less important than that first essential to large circulation—a paper worthy of that circulation. It is an old and inflexible rule—the survival of the fittest. Merit wins. To maintain and steadily add to its patronage the paper must also win and hold the confidence and the trust of the people, and it can only do this by impressing the public with its honesty and with the purpose of its publisher to make the public good his constant aim. Premiums and coupons and other such means may be of temporary value as aids to increase circulation, but the better opinion appears to be that lasting and paying patrons must come and stay through the merits of the paper itself.

The excellence of a newspaper depends in great measure on the plant. Facility, ample equipment, efficient help—these mean much in every office. All the local news should find a

place in the local paper, and its gathering and proper preparation for the public should be the first aim of the editor. "Tap the main news centers," is the advice of a writer on the subject, and he names these centers as usually the court clerks, the justices, the doctors, the undertakers, the ministers, the county school superintendent, county officials generally, club rooms, lodges, etc., with all of which the editor ought to be familiar and from all of which sources, as well as from a corps of regular correspondents and reporters, interesting items of news may be gathered.

Having gotten all the local news obtainable, that being the chief aim of the paper, if space yet remain, well selected State and general news may find a place, but, as this is usually taken from other newspapers, it should be rewritten, both for the sake of brevity and of conformity to a fixed style without date lines. In the preparation of all stories a good rule is to employ simple language, short sentences, making the leading fact the most prominent and the first statement in the article. Details should follow.

Editorial matter intended for publication in the local paper should relate to topics of local interest in the main. It should be written at home by a man familiar with the conditions at home.—R. A. Hall, Editor *Independent*, West Virginia.

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Those who stir up the fires of anger get burnt with the flames of their own making.

Among the Associations

"In Unity is Strength"

THE Press League of Pennsylvania is the name of a new organization brought into existence for the purpose of securing the enactment of reasonable and just libel laws in that State. A personal campaign has been planned among the editors and publishers. The pattern of the new organization is along lines similar to those proposed by Past President F. B. Baillio in Texas, though the details have been more fully worked out. As given in a recent issue of the *Editor and Publisher*, of New York City, they are as follows, and are certainly full of suggestions for giving greater effectiveness to the work of State associations:

The plan of operation is to employ a general secretary, who will visit each county in the State and organize the newspapers therein into county leagues. In counties where an organization already exists an effort will be made to have it undertake the work to be done. Such local organizations are to see to it that the men who are nominated and elected from their districts will be favorable to a new and fair libel law. In this work it is expected to accomplish more by the personal efforts of the newspaper men than through publicity in their newspapers.

The State League will be composed of representatives from county leagues, two or more delegates to be appointed from each county. The officers of the State League are to take up the general work of preparing a suitable libel bill and to look after its passage by the next Legislature. In this way it is expected that the combined efforts of all the newspaper men will be utilized to greatest advantage, each one being called upon to do a share of the work. With such complete organization it is expected that the desired results will be secured.

The general secretary, or organizer, is to work under the direction of the president and executive committee, and will, in connection with his work of organization, conduct an information bureau, provide literature pertaining to the work, and issue once a month a bulletin showing the progress being made and giving such information as may be of interest to the members of the league throughout the State, in order that all may be kept in touch with the progress of the work.

The officers of the State League elected at Pittsburg are as follows: President, Charles Emory Smith, Philadelphia *Press;* first vice-president, C. A. Rook, Pittsburg *Dispatch;* second vice-president, Dietrick Lamade, Williamsport *Grit;* treasurer, A. Nevin Pomeroy, Chambersburg *Repository;* recording secretary, H. B. Cochran, Lancaster *Examiner.* Executive Committee—A. J. Barr, Pittsburg *Post;* P. C. Boyle, Oil City *Derrick;* John E. Barrett, Scranton *Truth;* B. F. Meyers, Harrisburg *Star-Independent;* W. L. McLean, Philadelphia *Bulletin.*

* * *

Interest in the thirty-third annual convention of the Pennsylvania State Editorial Association centered in the brilliant banquet. There were 352 members of the association and almost 100 of the most prominent men and women of Pittsburg present at the dinner.

When the guests were seated newsboys rushed into the banquet hall crying, "Extra, all the latest news," and proceeded to distribute pamphlets bearing fac-similes of the front page of every Pittsburg newspaper. The pamphlets were printed on regulation news stock and contained the program, the list of speakers and the menu. They were carried away by guests as souvenirs of the happy occasion. While the newsboys were busy distributing their wares, the orchestra struck up a popular air and the ice was broken for an evening of rare entertainment.

There was no effort to provide special places for the guests, the seats at the table of honor being the only ones reserved. Among those at this table were A. Nevin Pomeroy, of the Chambersburg *Repository*, president of the association; Charles Emory Smith, editor of the Philadelphia *Press;* R. P. Habgood, of the Bradford *Star*, secretary of the association; C. A. Rook, of the Pittsburg *Dispatch;* George S. Oliver, of the *Gazette;* Joseph T. Nevin, of the *Leader;* A. J. Barr, of the *Post;* Arthur G. Burgoyne, of the *Leader;* James Francis Burke, E. J. Lloyd, I. E. Hirsch, George L. Holliday, J. W. Wardrop, Hon. John Dalzell, John G. Stephenson, Jr., John H. Jones, J. E. Joos, D. L. Gillespie, Hon. William Flinn and Stephen Stone, Esq.

James W. Wardrop, secretary of the Merchants and Manufacturers' Association, made the opening address and introduced Congressman James Francis Burke, of Pittsburg, as toastmaster. Congressman Burke paid an eloquent tribute to the press. In part he said:

CONGRESSMAN BURKE'S TRIBUTE.

"In the mind of the thoughtful reader the two distinct duties of the daily press are to present in its news columns a true picture of the world as it is, and in its editorial columns a perfect picture of the world as it should be.

"Thus teaching by the force of both precept and example you fulfill your function and constantly impress the world with the fact that the sin of today means the shame of tomorrow; that the industry of the present means the independence of the future, and that if our coming harvest would be happiness we should busy ourselves today sowing the golden grains of good.

"Such being our estimate of your mission we readily appreciate the sound reason upon which rest those broad and generous privileges with which the press has been invested by the American people.

"Without fear and without favor you may turn the searchlight of truth upon the high and lowly in public and private places and reveal as a result not only the good that men are doing but also the evil that is being wrought by those who are saints in the sunlight but sinners in the shadow.

"Being thus perched upon a pedestal of power akin to that of judge and juror, from which you may exalt and execrate at will, the people insist for the maintenance of your efficiency that you be given the widest latitude of liberty, while at the same time they look for protection against the abuse of that power not so much to legislative enactments as to that high sense of integrity and responsibility which should govern

broad-gauged and honorable men in the faithful performance of a public duty.

"Individual wrongs are not to be rectified by the wholesale punishment of a profession, and he who attempts to muzzle all because of the folly of the one is apt, indeed, to be severely bitten in the attempt. Truth never shunned the light of day, and an honest man never feared publicity. On the other hand, a lie never found a logical or comfortable lodging place in the columns of a well-regulated newspaper.

"We would have you encourage, therefore, at all times by your example the utmost care and conservatism in every department of journalism, but with the same zeal we bid you resist, with every God-given faculty you possess, the slightest encroachment upon those powers in the intelligent exercise of which the newspaper has become the most vigilant guardian of our liberties and institutions.

"Slight as the encroachment may seem at first, we must not forget that the precedent of today becomes the established law of tomorrow.

"Our concluding wish is that as long as time lasts the press shall remain fair, fearless and free in the performance of its duties and the exercise of its rights."

FROM "OLD KING COAL."

John H. Jones, president of the Pittsburg & Buffalo Company, responded to the toast "Old King Coal." He referred to his reconstructed estimate of the newspaper man since he came to know him well.

"My first impression of a newspaper man," said Mr. Jones, "was that he was one of those shrewd fellows endowed with Sherlock Holmes abilities, who would fly through space, enter second-story windows or in some mysterious manner gain an entrance to the individual or meeting, secrete himself in the rafters of the auditorium or niche of the sacred halls, and in this way learn our every secret and send them broadcast into the world. I thought the more cunning the reporter or news gatherer the greater his remuneration. But on becoming better acquainted with this mysterious individual I found him to be somewhat on the mortal order, like the rest of us; a person in whom you could place the most implicit confidence and not fear a betrayal; a man whose business and moral standard was such that when he came into your office and asked you about any projected business proposition in which the public had an interest, or which was of a semi-public nature, and about your connection therewith, that you could freely discuss the subject with him and depend upon it that nothing but what you wish made public property would appear on the front page of the next issue of his paper in bold, artistic type."

BURGOYNE'S VERSES.

Arthur G. Burgoyne, of the Pittsburg *Leader*, spoke for the Press Club, after the guests had sung some verses of his own composition, set to the tune of "Tammany," and referring to the last call of Gabriel. The last stanza follows:

"Old Peter possibly to scan
Their faces may endeavor,
But when he says, 'Your badges, pray,'
And Press Club colors all display,
To each he'll cry, 'Up front, young man,
And sit right there forever.'"

CONGRESSMAN JOHN DALZELL'S ADDRESS.

Congressman John Dalzell's toast was "Pennsylvania and Pittsburg." He said of the press:

"The newspaper editor stands to me for the most omniscient of men. Compelled by his profession continually to keep abreast of the times, he must necessarily be possessed of wide and varied information. Many causes have combined to constitute the newspaper one of the most potent influences in our modern complex civilization.

"The character of the press itself has radically changed. Time was when the newspaper contained nothing but news of local happenings and advertisements. Discussion of public affairs, of questions of moment of whatever character, depended upon the orator on the platform or stump, or upon the pamphleteers. The modern newspaper has taken the place of the lecturer and the pamphlet, and the modern editor has taken the place of the pamphleteer. Since the advent of the Sunday edition the newspaper has taken also, for many, the place of the magazine. The press has become indeed the third estate.

"It is one of the glories of the press that it is not only an educator but that it is also the consistent guardian of liberty in the assertion and practice of the freedom of written speech. Laws seeking to limit that freedom are as blanks on the statute book or withes in the hands of Samson."

CHARLES EMORY SMITH.

Charles Emory Smith, former Postmaster-General and now editor of the Philadelphia *Press*, said in closing:

"I believe that journalism in Pennsylvania is beginning to understand its full power. It has progressed wonderfully in recent years and its outlook for further betterment is good indeed. There is greater work before it in this State now than ever—to purify politics and other public affairs. In performing these duties in a judicious manner journalism will exemplify its value to the public.

"No greater tribute was ever paid to the American press than that of M. Witte, the Russian peace plenipotentiary, when he said that the pen wielded by an American journalist is greater than the sword."

And the banquet closed with singing "Should Auld Acquaintance Be Forgot?"

On Thursday evening the new building of the Pittsburg *Dispatch* was turned over to the Press Club for holding "A Night in Bohemia." The visitors were enthusiastic about the new building. It is said that no less than 10,000 people attended the dance and reception.

BUSINESS SESSION.

A brief business session was held on Wednesday morning. The report of Secretary Habgood showed the attendance was 338, and 16 new members were received after the opening of the session. Mr. Habgood led a discussion on "Advertising from a Newspaper Standpoint." W. T. Smith, of Wilkesbarre, presented a resolution that a committee of three be appointed to investigate the paper situation in the State.

W. S. Cappeller, of the Mansfield (O.) *News*, who was to have delivered an address, was ill and could not be present.

EDITOR FARR ON LIBEL BILL.

John R. Farr, former speaker of the House of Representatives at Harrisburg, and editor of Scranton *Truth*, delivered the principal address of the session. His topic was "Our State Association—Its Past and Future." He said in part:

"In spite of the fact that the newspapers of the State wield a great power, they allowed the Legislature to muzzle them, and then they sent back to the State Assembly the very men who muzzled them. The newspapers should recognize the fact that they are a power and not permit the passage of such iniquitous legislation as the Salus-Grady bill. They should get together and assert themselves.

"The newspaper men of this State should be the bosses and not permit a set of self-constituted politicians to run the affairs of this Commonwealth. The newspapers of this country pave the way for the coming of Roosevelt. The newspapers of Philadelphia overthrew the corrupt ring, and Mayor John Weaver's stand against the political machine followed.

"In my opinion the country papers are more of a power than the city papers, for the reason that they more closely represent the people. The country papers must and do stand by the people, and in that they are strong and wield a mighty power."

The *American Advertiser* for October presents a wonderful array of able articles by leading advertising experts and newspaper men on a great variety of topics connected with the business and science of advertising. Among the prominent subjects treated are the following: "Buy Only Advertised Goods," "Cash Discount to Advertising Agents," "The Personal Note," "Things Which Contribute to Effective Advertising," "Advertising a Factor in Developing a Country's Resources," "Should Publishers Guarantee Results?" "Political Advertising," and so on, covering a score or more of other practical topics.

It is a rich mine in which, with the consent of the publish- month novelties in the shape of bended quads and quotations ers, we expect to delve for the benefit of the readers of the NATIONAL PRINTER-JOURNALIST. The *American Advertiser* is the oldest advertising journal in the world, now well along in its twenty-first volume. It makes no effort at typographic high art or display, but it is full of meat. Mr. Lee Starke is publisher and John M. Forbes editor-in-chief, and it is issued at Temple Court, New York City.

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Executive Committeeman Irving Todd, of Minnesota, favored this office with a copy of his paper containing a brief account of the formation of a district editorial association for the Third Congressional District of that state. County and district associations have been a hobby with us for more than twenty years. They should be organized for business and for intelligent coöperation for the accomplishing of worthy ends for the benefit of the newspapers and the people in the districts covered by the organizations. This new district association was organized at Northfield, Saturday, Sept. 30, with the following named officers: President, J. P. Heatwole, *Northfield News;* vice-presidents, J. S. Pardee, *Red Wing News,* and J. W. Craven, *Norwood Times;* secretary, Andrew Finstuen, *Kenyon Leader;* treasurer, J. W. Wrabeck, *New Prague Times;* executive committee, Carlos Avery, *Hutchinson Leader;* M. W. Grimes, *Le Sueur News;* H. C. Miller, *St. Peter Free Press;* E. Klancke, *Waconia Patriot;* J. E. Casey, *Jordan Independent;* C. P. Carpenter, *Northfield Independent;* D. C. Pierce, *Goodhue Enterprise;* Irving Todd, jr., *Hastings Gazette;* A. T. Johnson, *Winthrop News.* Four counties were represented, although no notice had been given.

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We were pleased to receive the announcement of the marriage, on Sept. 21, of Mr. Walter C. Clark to Miss Octavia Mackenzie, at Rahway, N. J. Mr. Clark was for many years a resident of Chicago and occupied an office with the NATIONAL PRINTER-JOURNALIST. He has charge of the eastern office of the Hamilton Manufacturing Company at Rahway. He has done well and we pronounce the editorial benediction.

SPECIAL LECTURERS ON JOURNALISM AT THE UNIVERSITY OF MISSOURI, 1905-6.

Henry King, St. Louis *Globe-Democrat,* St. Louis, Missouri.
Melville E. Stone, General Manager Associated Press, New York City, N. Y.
J. A. Graham, St. Louis *Republic,* St. Louis, Missouri.
Shailer Mathews, The *World To-day,* Chicago, Illinois.
George S. Johns, St. Louis *Post-Dispatch,* St. Louis, Missouri.
S. S. McClure, *McClure's Magazine,* New York City, N. Y.
Samuel Bowles, Springfield (Mass.) *Republican.*
B. B. Herbert, *National Printer-Journalist,* Chicago, Illinois.
Thomas F. Millard, War Correspondent.
Dante Barton, Kansas City *Star,* Kansas City, Missouri.
William E. Curtis, Chicago *Record-Herald,* Chicago, Illinois.
W. B. Taylor, Kansas City *Star,* Kansas City, Missouri.
W. E. Moore, Chicago *Inter-Ocean,* Chicago, Illinois.
Walter B. Stevens, Special Correspondent.
Homer Bassford, St. Louis *Republic,* St. Louis, Missouri.

PARTIES AND CANDIDATES AS ADVERTISERS.

The rapidly growing tendency of the candidate for public office, or the reformer with an issue to exploit, to seek the columns of the daily newspaper and present his claims to consideration or marshal his arguments in his own way in the type that suits him, confident of the readers' interest in a well displayed advertisement. In the Southern States, where a victory at the primaries is equivalent to election, the practice is an old, old story. It is the only sure way to bring the candidate and the voters together. No man hides his light under a bushel. He rakes his opponent's record fore and aft, and points with pride to his own. He advertises as he talks on the stump, knowing that a hundred will read where one will hear. In Baltimore during a campaign the front pages of the newspapers are covered with party, committee and individual appeals to the voter—all at space rates, the columns being thrown open to both sides."—New York *Sun* Editorial.

The Nashville *American,* commenting upon the *Sun's* editorial, says: "The *Sun* adds that Governor Douglass was the first northern man to realize the value of the political advertisement with cuts. We think this is a mistake, though Governor Douglass was an unusually large advertiser. Chairman Cortelyou was the first chairman of a national committee to employ display advertisements in newspapers and magazines to present the claims of a political party and its candidate for President. Mr. Cortelyou spent large sums for such advertising, and it was a wise investment. It was a policy that will be followed by both parties hereafter.

"We have not noticed that display advertising has been used to any great extent by southern candidates, except in Maryland, though cards, addresses and speeches of candidates are sometimes printed as advertising matter. More frequently candidates for State offices use the daily papers as vehicles of communication with the public without cost to themselves. It is a good thing for them, as it is the cheapest and most effective method of reaching a larger number of people than could be reached in any other way, even through many speeches. In such cases the newspapers feel that they can well afford to publish such matters as news."

ADVERTISING AND TRANSPORTATION RATES.

Newspaper rates are like railroad rates in at least two phases—differentials and discounts for tonnage. Advertising is singularly like transportation. Its cost is based upon the ability of the advertiser to pay the freight—upon his ability to sell goods in the field in which the medium circulates, upon the density, the quality and the buying power of the population reached. In short, I make bold to suggest that the inequalities if not the iniquities of railroad rates have their counterparts in the newspaper business. The fault usually lies in the minimum rate, which should be the basis of the cost of advertising. The smaller newspapers must charge proportionately more, like the smaller railroads, because certain fixed costs are approximately, or rather proportionately, larger. The charges for position should be inconsiderable beside those now generally in force.

Position if sold at all should be put within the reach of the advertiser instead of prohibited by the price.—Medill McCormick, Publisher Chicago *Tribune.*

We have received the October NATIONAL PRINTER-JOURNALIST of Chicago. It is a handsome one and in many ways calculated to delight the eye of an artistic printer. Its half-tone and letter press pages are beautifully printed and the subject matter is so varied that it ought to suit all tastes. The NATIONAL JOURNALIST sells for 20 cents a copy or $2 a year, and is worth it.—Cambridge, Mass., *Times,* Oct. 27.

THE EDITORIAL PAGE OF A COUNTRY WEEKLY.

By George C. Woodruff, Litchfield (Conn.) *Enquirer.**

THERE is, perhaps, no department of a weekly paper that presents more practical difficulties than the editorial page. This is due to a combination of circumstances. To be perfectly candid, I think that the editor of the average country weekly is not generally equipped to handle the editorial page as it should be handled. If we were all To mWallses there would be no trouble each week in having two columns of editorials bubbling over with wit and wisdom. But, unfortunately, nature has not endowed most of us with the striking ability, in the editorial line, of the Hartford man. This is essentially the age of the specialist, and this is true in newspaper work as well as in any other lines. The successful editorial writer is made, not born. He acquires proficiency by practice and sticking to his one particular line. The editor of the average country weekly, on the other hand, has no time to be a specialist. He is usually his own editorial writer, local reporter, religious, musical and theatrical critic, bookkeeper and very often all-around man in the pressroom. Under these circumstances the wonder is, not that so little attention is usually paid to the editorial page but that any attention is paid to it at all.

Of the value of an attractive and instructive editorial page I think there can be no doubt. But better no editorials at all than a series of dry articles written merely to fill space. Some years ago the then editor of the Litchfield *Enquirer*, the late George A. Hickox, who for a quarter of a century ably and successfully directed the policy of that paper, had a series of interesting editorials upon Julius Caesar which caused the funny man of the Danbury *News* to remark, "Julius Caesar is highly thought of in Litchfield." On the other hand, it is equally bad to fall in the habit of writing merely short, so-called funny paragraphs, for that is a role which very few editors are capable of successfully filling.

Another difficulty that presents itself is the fact that in the offices of many weeklies the demand for copy for the next paper comes almost as soon as the last one is out. It is an accepted fundamental principle that matters of local interest should be given preference over anything else. I can best illustrate this by quoting from the remark once made to me by a subscriber to the *Enquirer*, a man prominent in State and national politics. He said, "George, why don't you give us more locals? We don't care a d—n for the editorial column. We are not interested in what you may think about matters of State or national importance, but we do want to know if Jones has painted his barn, or if Farmer Brown has raised a prize pumpkin, or Robinson's children have the measles." After four or five days spent in "demnition grind" furnishing aforesaid local copy, industriously and judiciously using the scissors, writing out many of the advertisements that are to be changed, whipping into shape local correspondence and doing a thousand and one other things, the editor of the average weekly has little inclination for editorial writing even if there is space for it.

The greatest obstacle that presents itself to the country editor with aspirations as to the editorial page is what I may call local environment. He is not hired by an individual or company to write on demand, but he is the owner of his own paper, and usually the best-known man in his community. He naturally learns a great deal that is kept from the general public and that would make mighty good copy, but he also desires to retain the good will of his fellow citizens. It is perfectly safe for him to write on world, national or even State topics, provided he eschews too much politics. But if he treats editorially a matter of live home interest, he almost always finds himself in hot water. Then, as the average country editor is not usually a high officer in a New York life insurance company, or connected with the Standard Oil trust, the financial end of the question comes close home to him. I do not mean to say that the country editor is a coward, but no man can afford to quarrel with his bread and butter.

The views I have just expressed are those given by many editors for not handling editorially, without gloves, matters of home interest. With this view I personally do not agree. As far as I know, I have never lost a subscriber by writing concerning local matters without fear or favor. And, with three or four exceptions, this is also true with regard to political editorials. The day has gone by when the reading public, whether it be in the city or country, blindly follows the lead of the party organ. The editor who is farsighted enough and honest enough to forget that he is a mere partisan and handles men and politics from the broad standpoint of the best interests of his town, city, State or nation, is the man who commands the widest influence and gains the greatest respect, whether he be the editor of a small country weekly or of a large city daily.

It is also true that the country editor is hampered by the fact that he is not surrounded by any kind of a halo. Frequently he has grown up in the community where he now lives. Not only is everything that he has ever done known to the entire town, but also a great many things that he never has done. Nine out of ten people think that they are as well informed upon practically every topic as the editor himself, and eight out of ten think that they can write better than he can. Thus, at the very start, he finds himself up against a stone wall of opposition. But if he is fair, honest and fearless, he is bound sooner or later to break down this opposition and not only win admiration and respect for himself, but, what is far more important, secure the end he has advocated in his paper. To do this successfully the country editor must combine the diplomacy of a De Witte with the aggressive butt-in-edness of a Roosevelt.

I have referred to the fact that the editor of a country weekly must be absolutely fearless. I mean this from a mental and moral and not merely physical standpoint. If his one aim in life is, as it should be, to make a success in every department of his paper, he must give up all thoughts of political preferment. Office seeking and holding do not mix with successful country editorial work any better than do oil and water, and woe be to the man who attempts it. As long as the editor sticks to his legitimate field he is all right, but when he steps outside of that he will find as many rocks and quicksands as does the clergyman who forgets that he is, first and foremost, the minister of the gospel of Jesus Christ. Dogmatism is as much out of place in the press as it is in the pulpit. No editor should ever, for a single minute, lose sight of the fact that there are two sides to every question.

I have written at some length of the difficulties that beset the country editor who desires to make a success of his editorial page. But I wish to most emphatically state that I believe that the country newspaper that has no such page is as much adrift as a ship without a rudder. It is not only the duty but the privilege of the editor to detect and follow public opinion as well as to try and mold that same opinion. In writing, each man should bear in mind not only his limitations but those points in which he is particularly strong.

In editorial writing, as well as in natural physics, it is always wisest to proceed along the line of the least resistance. Molasses catches more flies than vinegar. Never antagonize

* Paper read before the Connecticut Weekly Press Association.

editorially unless it is absolutely necessary. But when you are sure you are right, then go ahead fearlessly. It seems to me that no better illustration of this can be found than the editorial utterances of the late lamented Joshua A. Bolles, of the New Milford *Gazette*. Mr. Bolles was an ardent advocate of the value of the editorial page. He was a student and a fearless writer. As a result he was copied probably more than any other editor of a country weekly in Connecticut. He always had the courage of his convictions; but it seems to me, and I say this with all due respect, that Mr. Bolles would have accomplished greater results had he oftener considered both sides of a question in which he was interested.

It is easier to criticise than to construct; to find fault than to suggest a remedy. Most of the members of this association have been in the newspaper business longer and know all the ins and outs better than I. I do not wish to be considered presumptuous, but want to say this along the line of suggestion: In every issue have not less than one column of live editorials. If you think you have not time or ability to do this yourself, hire some one to do it for you. It will pay. Have a few short editorial paragraphs on matters of the day and then one or two solid editorials. Do not hesitate to tackle any subject in which you know your readers are interested, provided you have real knowledge of the subject yourself. If you have none, acquire it by some means and then write. When possible give the preference to editorials on matters of local interest. Guard the editorial column as carefully as the space of your best-paying advertiser, and no more think of omitting it than you would of failing to change the ad. Then let us have an experience meeting at, say, the April gathering of the association and see if the policy I have outlined has not paid.

The members of the Connecticut Editorial Association have often discussed the question how they can make the association more of a power in the State. I think that this desirable result can be accomplished more through the editorial page than in any other way. In union there is strength, and if we all agree to keep pounding away at any particular evil until that evil is cured, we will come pretty near arriving at the result desired. For instance, if each editor for the next year and a half should devote a large portion of his editorial space to civic morality as applied to this Commonwealth, I believe that many of the evils which we all know now exist would be done away with. We would have back of us the best people of the State, and this force would be so strong that the city dailies would be compelled to fall into line. Legislative graft would become unpopular, if not dangerous. Stationery and pen-knife steals, unearned reportorial and legislative employees gratuities would become a thing of the past. It rests with you, gentlemen of the Connecticut Editorial Association, to say whether you will hereafter fire bullets or merely blank cartridges. As far as I know, practically only two members of this association, outside of the city dailies, have any regular real editorial page. As the logical sequence, these papers are powers for good in their respective communities. What they have done, you all can do. Will you?

THE NEWSPAPER A SCHOOL TEXT-BOOK.

D. O. McRay, member of the Kansas School Text Book Commission, says:

"Our school laws are lame, in that they do not make the teaching of current events compulsory, as one of the regularly adopted texts to be studied daily. That omission should be supplied by legislative enactment. However, Kansas teachers, who are ever in the forefront of movements that will advance the cause of education, realize the importance of adding this interesting and important study to their daily program. Every village, town and city of Kansas possesses a text book for the study of current events in its local newspaper. These reflectors of the world's progress and advancement are a home product and are worthy to be read in the schools of the State to whose growth and development they have so generously contributed.

"Every boy and girl who is able to read newspapers intelligently should be able to converse upon current events. Every school teacher should be able to do so, too. It is of as much importance that current history should be studied in the schools as that history of the past ages and generations should be drilled into the brains of the pupils. Some of the time given to the study of Greek and fads could be devoted to newspaper reading with profit to the student and the teachers as well."

ENTERING THE MINISTRY.

A Fable with an Advertising Moral.

A good old Mother Hen hatched out a brood of four sister chicks and one brother chick.

As a matter of course, the brother chick was the favorite. The sister chicks were constantly admonished to take good care of their "little brother."

When the brood had grown to chickhood, the Mother decided to go visiting one afternoon, and as she was leaving she said—for the six hundred and sixty-eighth time:

"Now, sisters, take good care of your lilttle brother," and they all said, "Sure!"

In the evening when the Mother Hen returned from her visit she found the sister chicks in tears, and asked: "Why, sister chicks, what's the matter? Where's your little brother?"

And a little sister chick said: "Well, that is just what we're crying for. After you went away the minister came and the woman came out of the house and grabbed little brother by the heels, and chopped his head off and fed him to the minister."

Then the Mother Hen sat down and rested her bill on a chip, and joined the sister chicks in their weeping for a brief season; then she got up and wiped the tears off her bill on a stick of stove wood and said:

"Well, this is sad news indeed, but it might have been worse. I always wanted your little brother to enter the ministry, and it's just as well that he has, for he never would have amounted to much as a layman anyway. You've learned how to scratch for yourselves this afternoon. I'm going to lay plans for another brood."

Moral.—If your advertising plans don't hatch out just as you expected, remember the philosophy of the old Mother Hen, and lose no time in laying plans for another campaign.—*Agricultural Advertising.*

DECLARED PRINCIPLES OF THE CITIZENS' INDUSTRIAL ASSOCIATION OF AMERICA.

"No closed shop."

"No restriction as to the use of tools, machinery or material, except such as are unsafe."

"No limitation of output."

"No restriction as to the number of apprentices and helpers, when of proper age."

"No boycott."

"No sympathetic strike."

"No sacrifice of independent workmen to the labor union."

"No compulsory use of the union label."

"That power through organization be placed in the hands of the people to effectually control the acts of all organizations when such acts relate to the public welfare, thus to perpetuate the individual liberty of every citizen and prevent interference with the continuous operation of industries."

MONEY VALUE OF ART IN PRINTING.

By Ingalls Kimball.
Cheltenham Press.

From a paper read at the annual meeting of the Master Printers' Association, New York.

Money is supposed to be wholly sordid, and people talk about "art for art's sake."

I should like to be able to convince you that the man who takes for his motto "art for my sake" will come much closer to success, and incidentally much closer to the working motto of the greatest artists, than he who keeps "art for art's sake" before him.

In other words, I would like to demonstrate that art in printing is not only worthy but profitable. If a number of printers gathered together had each given him an electrotype, a supply of paper and ink, and a press upon which to work, and if each man produced with the materials at hand the best bit of presswork he could produce, it is probable that one man would produce a piece of work mechanically perfect with the expenditure of a great amount of time and energy, and that another would produce a very bad bit of presswork, possibly with a minimum of time; but the great average would take approximately the same number of hours for approximately the same result.

To arrive at the cost of presswork is a mere question of mathematics. The amount of profit any one office can make on a given piece of work of this kind depends, therefore, not so much on the time spent on it, as on the percentage that must be charged to any job for the cost of superintendence, rent and other fixed charges, plus the cost of the work itself. The whole subtracted from the money received leaves the profit.

The country offices, with lower rents, often lower wages, can almost invariably make a profit on what would to the city establishment be a loss. However, the very big office even in the metropolis outclasses the smaller office, because its percentage of fixed charges is immeasurably less. It buys in quantities that give it every advantage in the cost of materials, and is generally fitted with machinery which saves money in a big shop and which the small shop is better off without.

This statement of general business conditions seems at first sight dismal. As a matter of fact, the smaller offices are in a position to make for their owners (aside from mere interest on capital) more money than the big ones, and you will find the remedy for what might have seemed a dismal condition in the one word "art."

WHAT IS "ART"?

Let it be thoroughly understood what is meant by this word. William Morris said, "Art is the expression of man's joy in his work." In a sense Morris was right, for until he began to enjoy his work, man did not begin to embellish it. Prof. Charles Eliot Norton's definition, "Art is the expression of thought," was better.

In the example of the one hundred bits of presswork from like plates on like paper, with like facilities, there was no opportunity for thought. Skill and thought are two separate qualities. It is quite possible, for a man entirely incapable of thought to be a most excellent layer of paving stones. Deftness with the fingers is wholly a physical attribute, and the greatest thinkers are often ungainly and awkward in every movement.

To illustrate further this definition of art. A hut built purely to protect its inhabitants from the weather and the beasts has in it nothing of art; yet a beautiful building, though having primarily the same object as the hut, may be art in its highest form. As, for example, the Parthenon.

The sewing together of two pieces of cloth to form a covering represents utility. The embroidery with which the cloth is decorated represents art. Printing merely as a substitute for speech in conveying ideas represents utility. Printed matter, on the other hand, so contrived as to delight the eye represents art.

As any nation progresses, art and utility come closer and closer together until, indeed, almost every useful thing has in it certain elements of beauty.

No man, however lacking in artistic appreciation, however stingy with his money, would for one moment consider the erection of a building without the employment of an architect.

PRINTING AN ART FROM THE OUTSET.

Printing, unlike any of the other crafts, did not *grow* into an art. It began as an art. Early printers devoted all their energies to the reproduction of manuscript books, and toward the end of the fifteenth century, when printing really began, the production of books in manuscript had reached a state of perfection unequaled by any other art. These manuscripts were not merely utilitarian books. They were in most instances copies of books well known as to body matter, and gave distinction in each instance chiefly by the way in which they were copied and decorated.

Quite aside from the mere beauty of arrangement and decoration, the Gutenberg Bible is one of the most amazingly perfect specimens of typography and presswork ever seen, and the Gutenberg Bible is the first printed book of which we have any record. This mention of the Gutenberg Bible reminds us that all of the early books were known by the name of the man who printed them, because it was from the way in which they were printed that they chiefly achieved distinction. We rarely hear of the publishers of the early days. All of us know of Aldus and Jens and Elzevir, and all of these men were printers.

During the nineteenth century, editions of books began to be recognized by the name of the publisher. Today the production of leading publishers have each an individuality of make-up quite aside from any individuality of the printer. Of course these books are, as a matter of fact, printed in dozens of different printing offices. It is doubtful if one could name more than five printing offices in the world whose productions are known, and in each of these cases the distinction arises not from mere mechanical excellence, but for what may be called, for lack of a better term, arrangement. Arrangement means the selection of proper types appropriate in size and design, the selection of paper, decisions as to margins, and the color of ink to be used. If instead of giving out to every man a plate to print, and paper to print it on, and ink to print it with, each man had been given a copy of, for example, the Lord's Prayer, and told to produce it in the printed form which he himself approved, the result would be as many different and wholly individual pieces of work as there are different and wholly individual members of the printing trade.

Even if a further restriction—that of price—were to be put upon this competition, the variety of examples, though somewhat more limited, would still be great.

RECOGNIZE ESTABLISHED RULES.

In every art there are certain laws that cannot be transgressed. You all recognize discord on the piano. In the same way there are discords in work, in painting and also in printing. Unfortunately, the laws of art as applied to printing have never been properly formulated. Every man must, to a certain extent, learn for himself. All of us have not the time nor the training to learn the laws of good composition, but it is vastly safer to take a few of which we are certain and

stick to them, than it is to experiment in novelty for the sake of novelty. Don't try to convince yourself, for instance, that curious pinks and greens are the colors with which to embellish typography.

You have before you the successes of nearly five hundred years in black and red. Surely there is variety enough in this. Don't try to establish new laws of margin and to make yourself believe that dead in the center of a page is the place for a type page. No good book has ever been made in this way, and probably none ever will be.

Just why modern type and old-style types are entirely different in spirit and in detail is interesting and instructive, but don't bother your head about why. Old-style is good in its place, modern is good in its place, only don't mix them.

The big printing office is a contracting department, each printer is an architect. The value of art is today and always has been expressed in money. Art has never been more liberally paid than it is in this the so-called age of commercialism.

COMPETE IN QUALITY.

Don't undertake to compete with each other in price, for such competition can only end in turning all work over to people who, from the very nature of things, can beat you at this game. Compete with each other in the character of work you turn out as well as its mere quantity. Let the price of your work go up as the value of it goes up, and the value of it will go up steadily as long as you improve it in arrangement.

When a customer comes to you wanting a twelve-page book with a four-page cover, try to see if you cannot serve his purpose by giving him a sixteen-page book without a cover, at even less price than the other would cost, including an allowance for yourself for the service you have actually performed.

This sort of treatment will build you up a clientage that another man cannot possibly take away from you by a mere difference in quotation. It puts you beyond competition, because you are dealing with something in which there is no competition except character. Make yourself independent of the journeyman by getting into his work character which he is not yet able to give it. In other words, make yourself to the greatest possible degree an artist, and you will be paid for the art part of your work. Let us have printers who are not mere manufacturers of printed matter.

CONCERNING SPECIAL EDITIONS.

The *Courier* has been frequently importuned to publish special or industrial numbers by travelers who have had more or less experience in the solicitation part of the work and who generally present credentials which vouchsafe their integrity.

But the management has systematically rejected all such proposals as a precautionary measure for the business men, for it is not untrue that many such opportunities might be taken with financial advantage if attending objections were to receive no consideration.

These gentlemen are in the work as professionals, either temporarily or otherwise. Of necessity they must have a scheme, perfectly legitimate no doubt, but of rather uncertain proportions which occasionally require to be bolstered by extravagant and sweeping assurances to business men for the fulfillment of which the merchant relies not on the oily-tongued orator but on the integrity of the publisher, who as a matter of fact seldom has any intimation of the assurances made. There is a kind of glamour by which the traveler inveigles and appears to be offering something exceptional, impossible for the local publication without the stranger's connection.

But this is untrue.

This paper will publish a special edition—and a creditable one—as often as a disposition is shown in the community to reciprocate in meeting the expense of such a publication, and by this we do not mean to divide the amount with a stranger who makes his living by arousing the business man's interest in the value of advertising his own business and the city in general in an industrial edition. If there is to be an immediate pecuniary profit we see no valid reason for dividing it with one who has never been a factor in local progress. And on the other hand, if without profit the expense may reasonably be expected to be borne by those benefited. Just now it seems desirable to stave off professional enthusiasm arousers until such time as business men and local organizations see th advantage of such exploitation and are willing to pay accordingly.—Corona (Cal.) *Courier*, Oct. 7, 1905.

THE EDITORIAL JOURNEY.

By Addison B. Burk, of the Philadelphia *North American*.

MEMBERS of the National Editorial Association saw a great deal of Oregon besides the exhibition at Portland, which was described in the September number of the NATIONAL PRINTER-JOURNALIST. We stopped at Portland from noon on September 27 until 9 p. m. September 29, and during the three days, left our cars to be cleaned, and put up at various hotels, the greater number of our party being quartered at the American Inn, on the Exposition grounds. Besides taking a cursory view of the exhibition, nearly all found time to make a tour of the city and ascend Portland Heights, from which a fine view of Mounts Helena, Hood and Rainier is presented. A few made side trips to Tacoma and Seattle, and a considerable party devoted one day to a trip to Astoria, at the mouth of the Columbia river, and to Seaside Park, the ocean resort a few miles beyond Astoria. Another contingent ascended the Columbia river to The Dalles and gave glowing reports of the scenery presented on the way. No one could make more than one of these side trips from Portland for want of time. We selected the journey to Astoria, more than a hundred miles away, the trip consuming an entire day. Our route carried us down the Willamette river to the Columbia and thence down that noble river to its mouth. Astoria is named after the famous Astors of New York, rivals of the Hudson's Bay Company in the development of the fur trade of the Northwest. It is now a great salmon fishery village or city in the immediate vicinity of the terminal point of the Lewis and Clark expedition. Much of the city is built upon pilings, and miles of nets are spread out to dry and be repaired, while in the distance, over the broad waters of the Columbia river, may be seen hundreds of fishing boats spreading their nets to capture the famous Chinook or Columbia river salmon—the finest in the world. Our train passed Astoria on the outward journey and did not stop to let us off until we reached Seaside, an attractive beach not unlike the New Jersey coast except that the shore is covered with cobble stones as well as sand, and that within sight of the hotel a spur of the mountains, thickly wooded, comes down to the sea. Seaside is a straggling village far removed from the sea, but there is one hotel on the ocean front, where we dined. Returning from Seaside we visited a government fort that guards the entrance to the Columbia river and saw the place where Lewis and Clark wintered after their long journey to the Pacific. Returning to Astoria we inspected the great canneries where the salmon are packed for the market. American, Chinese and Japanese are employed in the industry, which involves the making of tin cans as well as the cooking and packing of the fish. As souvenirs of our visit we were presented with cans of the salmon and can testify to their good quality. Editors of the two papers published in Astoria, the *Astorian* and the *Budget*, escorted our party through the canning factories and newspaper offices and extended every courtesy at their command. The city, like Topsy, has "just growed up," but it has 10,000 inhabitants and distributes $600,000 annually in wages connected with the fisheries. There is not enough level land to accommodate the houses and factories, and they are built partly over the water or wherever a foothold can be found on the steep hillside. Leaving Astoria late in the afternoon, we had a most enjoyable ride up the

Columbia river while the sun was sinking, the view being much more beautiful at this hour than in the morning.

We arrived at Portland too late in the evening to do any more sightseeing, and therefore turned our attention to statistics, learning therefrom that Portland had a population of only 821 in 1850, less than 3,000 in 1860 and had grown to a city of 125,000 in 1904. It is situated somewhat like Philadelphia—a hundred miles from the sea—but has an immense export trade, likely to grow with an extension of business in the Far East. The exports of lumber, wheat, flour, hops, etc., are enormous, for, although some Pacific ports are nearer the ocean than Portland, not one is so favorably situated to receive the products of an exceedingly rich tributary country.

When our large party assembled at the Portland station on the evening of June 29, prepared to start homeward, we were obliged to part from Mr. A. C. Jackson, the traveling passenger agent of the Southern Pacific Railroad, who had traveled with us for more than 2,800 miles and had been assiduous in his efforts to provide for our comfort and entertainment. The parting had been anticipated, however, and while we were on the station platform a beautiful silver tray, suitably inscribed, was presented to Mr. Jackson with many expressions of good will from the assembled scribes. Our route was over the Oregon Short Line Railroad, which ascends the Columbia river for many miles, presenting, we were told, some of the finest river scenery in the world. Unfortunately for us we traveled through this region in the dark, and what was still worse we did not reach our breakfast station at La Grande until 11 a. m. It is said that the way to a man's heart is through his stomach. Some confirmation of the saying is to be found in the fact that nothing is better calculated to destroy the usual good temper of an editor than to delay his breakfast. By the time we arrived at La Grande we were not only as hungry as wolves but about as amiable.

Having consumed all the visible food supplies in La Grande, we resumed our journey in better humor, passing on our way the famous Hot Springs, now a health resort. The Hot Springs are said to throw out 100,000 gallons of water an hour at a temperature of 198 degrees, forming a hot water lake of eight acres. At Baker City, which was our next stopping place, the Oregonians gave us our last treat of cherries, of which we had grown tired, and decorated our cars with carnations. Baker City is the center of a great mineral district and deserved more attention than we could give it in a hurried journey. At the next stop, Huntington, we changed engines and train crew, turned our watches one hour ahead and soon afterwards crossed the Snake river, which runs from Yellowstone Park to its junction with the Columbia. The Snake river forms part of the dividing line between Oregon and Idaho, and having crossed it we entered the latter State, only to leave it again by another crossing owing to the tortuous course of the river. We stopped for supper at Nampa, a railroad town of some importance with a fine hotel and several restaurants. Idaho is troubled at present by a Mormon invasion, of which Nampa appears to be the center, and it is not improbable that in a few years Idaho will be more distinctly Mormon than Utah. Leaving Nampa in the evening, we ran through Idaho during the night and in the morning some of us endeavored to get breakfast on a dining car, but the greater number remained hungry until Ogden was reached at noon. The food problem was such a serious matter during this part of the journey that we had no time to pay any attention to scenery, resources of the country or anything else. The only thing remaining in memory of Ogden is that we managed to get something to eat there. It is, we believe, a great railroad center, but to us it was only a means to an end. We were bound to Salt Lake City, where we arrived before 2 o'clock in the afternoon and, without stopping to look at the city, hurried away to Saltair, a resort on the Great Salt Lake, where many members of the party took a bath in water so salt that it sustained the least buoyant and enabled them to float or swim. Salt Lake is a great natural curiosity. It is an immense body of salt water gradually drying up, leaving on its shores deposits of salt of commercial value. Our train carried us over the salt meadows to a great pleasure pavilion, with bath houses stretching out into the lake. Some of these had been abandoned, the lake having receded, leaving them on dry land; others stretched out for fully half a mile in order to reach deep water. We spent the afternoon at Saltair, those of us who did not go in bathing being beset by Gentiles who warned us that upon our return to Salt Lake City we would be met by smooth tongued Mormons trying to persuade us that they were patriotic citizens who had abandoned polygamous practices. We were warned that the Mormons were consummate hypocrites and would present to us only the best side of their lives and were cautioned against accepting any of their fine sentiments as being genuine.

Speaking personally, we were not greatly impressed by these Gentile warnings, because they were given secretly and in whispers, whereas the Mormons were at least outspoken and apparently sincere. Returning to Salt Lake, we were given the reception the Gentiles had prophesied. Mormons acted as our hosts and were both smoothspoken and generous. We were escorted at once to the Tabernacle, one of the great auditoriums of the world—perhaps the greatest. It is an egg-shaped structure seating 8,000 people. Our party of 300 or more appeared insignificant in the gallery seats, the remainder of the hall being vacant. But the acoustic properties of the hall were such that every word spoken from the stage was distinctly heard at the extreme end of the galleries. The organ recital was the best we have ever attended, and the vox humana was used with such startling effect that many of the auditors believed that they were listening to an invisible chorus. The organists were extremely skillful and gave us a concert that will long live in memory. Speeches followed. The Mormons were well represented, as we had been warned they would be, by Apostle John Smith and by the editor of the *Deseret News*. They gave utterance to the most patriotic sentiments. No objection could be made to anything they said, but there remained in our minds the warning we had received, that the Mormons were fair-spoken but insincere. It would have been an easy matter to have responded to their fair words in kind, but Mr. Springer, of the Democratic Press Association of Illinois, who had been selected as our spokesman, went out of his way to endorse the Mormons, much to the disgust of the great majority of the editors present. The objection to the Mormons as citizens of the United States has seldom been fully expressed. Their polygamous practices (which they say they have abandoned) are usually the basis of the objections, but the real obstacle to thorough loyalty on the part of the Mormon is that he serves two masters, the Church and the State—and his first allegiance is to the Church. The Mormon Church is in fact a great political machine. It has no proper place in American political life. The Mormons themselves have so far recognized this that they have begun a migration to Mexico. They are not likely to become troublesome in Utah, where the Gentiles are sure of getting control within a few years, but they may get the upper hand in Idaho and bring on a conflict there between Church and State. (Since the above was written the anti-Mormon or American party has triumphed at Salt Lake, electing a Gentile mayor and getting control of City Councils for the first time.) It is quite probable that the Mormons are personally good people, but they can never become good Americans as long as they are under the rule of the heads of the church in opposition to the government.

Our time in Salt Lake was so limited and the distances to be traveled were so great that many of the editors had diffi-

culty in reaching the train on time. All kinds of conveyances were pressed into the service and some members of the party did not arrive at the station until the train had started to pull out. A few minutes before that event Mr. Greer, of Texas, had presented to our efficient secretary, William A. Ashbrook, of Johnsonburg, Ohio, on behalf of the editors, a fine diamond ring as an expression of appreciation of Mr. Ashbrook's services in arranging the excursion.

We were homeward bound, and our schedule called for no more stops except for a few hours each in Denver and Colorado Springs, and yet this part of the journey proved to be as interesting and instructive as any that had gone before. Leaving Salt Lake City at 7:40 p. m. July 1, our route lay through Utah and Colorado, the first stop being made at Grand Junction early in the morning of July 2. Three engines had been employed during the night in hauling our train up a very heavy grade to the junction, but we could see nothing of the scenery presented. Our next stopping place (for breakfast) was Glenwood Springs, a famous mountain resort with hot springs and a grand hotel. The scenery at this point and for many miles beyond was of the grandest description, the railroad running through deep gorges, along mountain streams and presenting at every turn views of snow-capped mountains.

The day was one of unalloyed delight. From the time we left Grand Junction very early in the morning until we arrived at Pueblo in the evening a succession of scenes was presented from the train window that cannot be excelled for beauty anywhere in the world. The train, in three sections, toiled up to Tennessee Pass, at an elevation of 10,441 feet, and then descended through the famous Royal Gorge, a stupendous creation of nature, fitting climax to a succession of magnificent mountain views. In midday on July 2 we passed through an April-like snow storm. In the distance we could see the Mount of the Holy Cross, made familiar by the pictures of famous artists. This mountain has, near its summit, deep crevices forming a cross in which the snow settles, never to be melted. At times the summit is covered with snow, but when it is bared, as in midsummer, the cross shines forth clear and distinct. It is one of the most beautiful mountains in the world and lends itself easily to picturesque representation.

As the road descends, following the mountain stream, the encircling hills come closer and closer together until there is scarcely any room for the railroad. At last in the Royal Gorge there is no room at all, and here the engineers have erected a bracket-like bridge suspended from the almost perpendicular cliffs, which traverses the gorge longitudinally and carries the train over the stream with which it shares the passage. The gorge is very impressive. The rocky cliffs ascend almost perpendicularly to a height of 2,000 feet. At their base in a narrow chasm dashes a wild mountain stream, and following its course, but with no bank room on which its tracks can be laid, the railroad is suspended in the air! Our train stops in the Royal Gorge for a few minutes that the editors may take a last look at the towering mountains, and shortly thereafter we emerge from the confined passageway and pass through broad meadow lands rich in fruit orchards and with signs in the distance of coal mines and oil wells.

On this part of the journey we stopped for a few minutes at Florence, a great railroad center with varied industries tributary to it, including oil, coal, silver and the products of the farm. Between Florence and Pueblo the distinguishing feature of the country as viewed from the train was fruit orchards. We arrived at Pueblo just in time for a good supper at the station restaurant, and those who were fortunate enough to get at the first table had an hour or more to view the city by electric light. It was Sunday, but nearly all the stores were open, especially those that had for sale souvenir postal cards and bric-a-brac. Leaving Pueblo, less than two hours' ride carried us to Colorado Springs, but we did not arrive there until nearly 11 o'clock at night, and sightseeing was postponed until the next day. We were kept awake, however, until long after midnight making arrangements for a trip up Pike's Peak. According to the original program we were to have a special train at 4 a. m., so that we could view the sunrise from the top of the mountain, but the hour was made later and later until eventually we did not start until the regular time for starting up the cog road, about 7 o'clock in the morning. The trip, after our other experiences, was somewhat disappointing. The morning was cold and near the summit of the mountain we came upon great patches of snow lying in sheltered crevices, and icicles were forming in the sun upon aerial pipe lines carrying water from the mountain streams to water tanks. Midway on the way up the mountain we passed the office of the Pike's Peak *Daily News*, which ought to be a profitable enterprise, for the papers sell at ten cents each and nearly every traveler buys one to see his name in print. Even the editors succumbed to this temptation. All issues of the paper are substantially the same except for changes in the list of names of those who ascend the mountain. While the cars are filling up for the ascent, the names of the passengers are collected and by the time the cars have reached the newspaper office on their return trip the papers have been printed with the list of tourists. Such enterprise is of course rewarded by purchases of copies to be sent home to friends. From the summit the view was very grand, but, the atmosphere being somewhat hazy, the scenic effect was disappointing. It was too cold for comfort and in a very few minutes we were ready to make the descent. So many hours were consumed in the Pike's Peak trip that those who made it had no time for anything else, although in the journey to the base of the mountain they got a glimpse of Manitou and the Garden of the Gods. Some of those who did not go to Pike's Peak went on an excursion to the famous mining camp, Cripple Creek, over a famous scenic railway, and others contented themselves with a drive through the Garden of the Gods and Manitou.

The Garden of the Gods is a great natural curiosity, its feature being immense rocks standing up boldly from an almost level plain and carved by nature into fantastic shapes. Wind, rain and the sand blast have eroded the softer parts of these rocks, the action of the elements producing odd forms, all of which have been named to the satisfaction of the imaginative. Colorado Springs is a great health resort, the home of many millionaires, and in every way an attractive city, but we had no time to view it, nor to visit the Printers' Home, which is one of its institutions. This home was founded as a result of donations for the purpose by Messrs. Childs and Drexel, of the *Public Ledger* of Philadelphia, and for a time bore their name; but it has been built and maintained chiefly by the contributions of union printers throughout the country. On a previous visit of the N. E. A. to California, a stop was made at Colorado Springs that the editors might attend the dedication and opening of the home. On that occasion Mr. George W. Childs was present and met the editorial party again in San Francisco.

We left Colorado Springs at noon on July 3 for Denver, which was to be our last stopping place for sightseeing. It proved to be one of the best, for we were royally entertained during the few hours we remained there. Upon our arrival about 2:30 p. m. we were delayed for a time looking after our baggage, as at that point our train was divided and the several cars took various routes to our common destination, St. Louis. But a committee of the Chamber of Commerce of Denver took charge of the ladies and escorted them to the Hotel Savoy, where, in an immense dining hall, our party was gathered together for a farewell banquet. It was the finest entertainment of the kind we had had on our entire trip, the only drawback being that we were jaded by long travel and that we did not have time to thoroughly enjoy the literary entertainment that had been provided for us. Mayor Speer, a former Pennsylvanian, who welcomed us on behalf of the city,

told us that when he arrived in Denver some years ago he was a mere shadow of a man, an almost hopeless invalid. Health had returned to him while breathing the pure mountain air, and as he spoke to us he presented no sign of pulmonary trouble, for he was not only a vigorous but a well-built man, not much short of six feet in height. Others to welcome us were former President of the N. E. A. Wolfe Londener and former Secretary Pierce. After the dinner we were hurried away for a trolley ride—"Seeing Denver"—and we were told that the Denver company controlling the cars had invented this system of showing a city to strangers and had introduced it in the eastern cities—Boston, New York, etc. In Denver, as in the eastern cities, the tour is usually made in great automobiles, but large parties are taken in trolley cars with a guide on each car to explain the points of interest. We were fortunate in having a guide who not only gave us abundant information but imparted it with Celtic humor, so that those who heard him probably have a more distinct impression of Denver than of any other place they visited. Denver is one of the most prosperous cities in all the western country, with great stores and office buildings equal to those of the larger cities of the East and the finest array of private residences to be found in any city of its size. In the suburban section irrigation is employed to provide beautiful lawns, and the contrast between the artificial creations and the natural lots was called to our attention while our guide recited the lines:

"Little drops of water, little grains of sand,
Make a mighty difference in the price of western land."

A moment later he explained that when they could not get water in any other way they planted onions in the same patches with potatoes. The onions bring tears in the eyes of the potatoes and thus furnish the water needed. Crossing a bridge over an insignificant stream, he called out solemnly: "Ladies and gentlemen, you are now passing over the largest stream of its size in the world." Pointing to an old hotel, he told us that it was the place where Horace Greeley stopped and where, after he had paid $1.50 for a shave and $2.50 for a ham sandwich, he had felt inspired to write his famous editorial "Go West, young man; go West."

We left Denver in the evening, two of our cars going to St. Louis by way of the Union Pacific, two by the Burlington, two by the Santa Fe and two by the Rock Island route. Of this part of the return trip we can of course record nothing except what happened to our own party. The car Rome, carrying Pennsylvanians, and the car Helvetia, with Ohio editors, took the Rock Island route and were greatly delayed, partly because of the holiday, for we were traveling on the Fourth of July, but chiefly because of an immense movement of trains westward carrying the delegates of the Epworth League, who were about to hold their convention in Denver.

During the night we passed from Colorado to Kansas and spent the national holiday passing through the latter State. There were fertile fields all the way, with prosperous towns and villages along the line, but the scenery was not attractive compared with that which we had seen within the last few days. Our journey was enlivened by celebrations of the Fourth on the train, but chiefly by the local entertainments provided on the way.

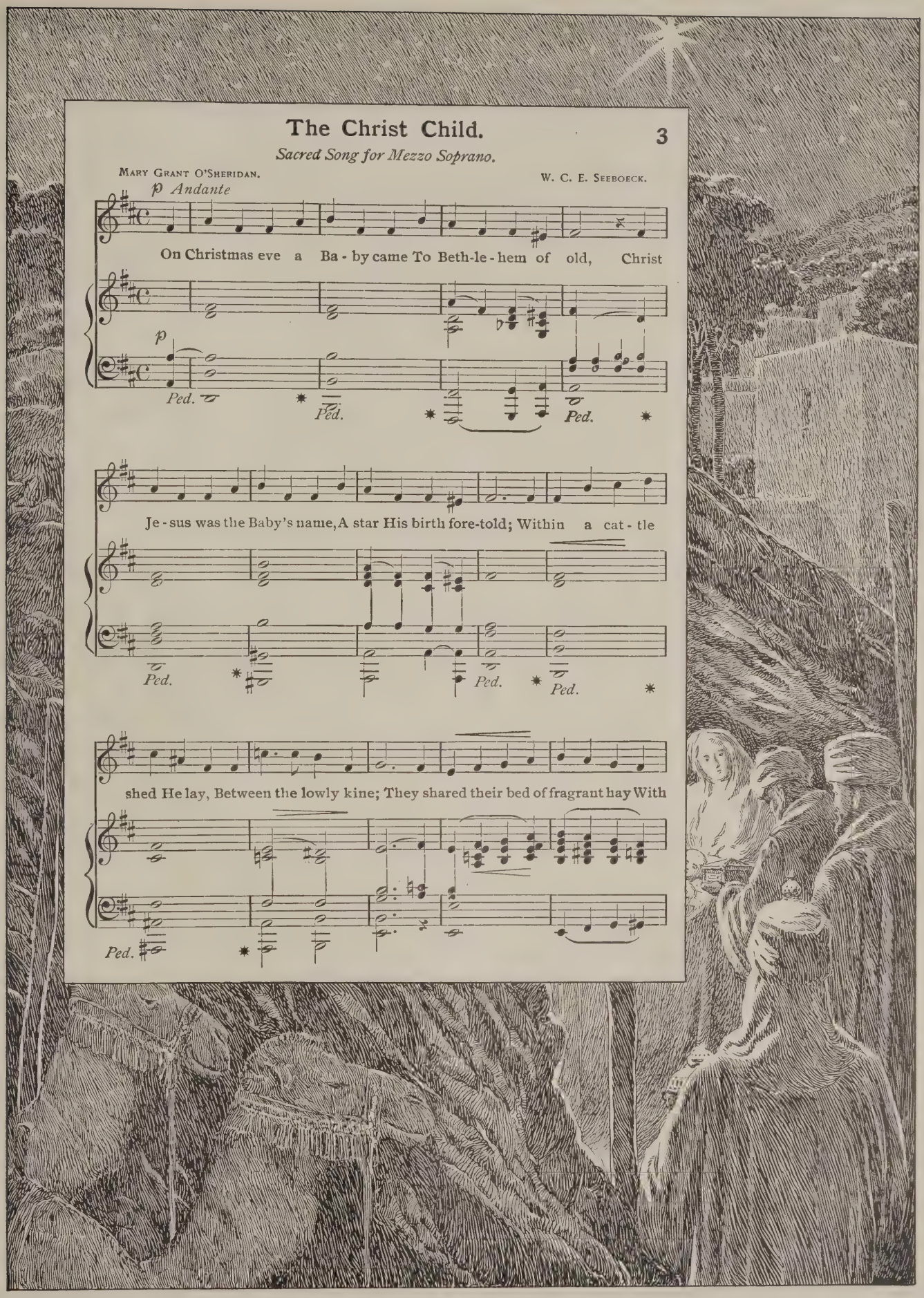
We were in the heart of the continent far removed from the centers of population which monopolize the attention of the country when patriotism is to be manifested in gorgeous pageants, and yet here, on the sparsely settled prairies of Kansas, each small community was having its Fourth of July celebration. We could not leave the train to join in the festivities, but we greatly enjoyed the numerous parades and picnics of which we caught glimpses in our journey, and all of us were impressed by the reflection that 80,000,000 of people were thus joining in celebrating the Declaration of Independence.

As we were homeward bound, the only stops we made were for meals or for the convenience of other passengers on the train, but for this we were duly thankful, as we had had enough of sightseeing. Making a brief stop at Topeka, the capital city, just as the sun was sinking, we reached Kansas City after midnight. Thence we journeyed through Missouri to St. Louis many hours behind time, arriving about noon on July 5. Here we met some members of our party who had traveled by other routes, but the greater number had arrived before us and had already departed for their homes. Some of our own party hurried away immediately upon their arrival, but a few of us lingered in St. Louis until the next day and found a visit to the remains of the St. Louis Exposition well worth while, as many of the buildings were still standing and the scenic effects remained.

Our party had dwindled to a dozen or so when the next day, July 6, we started for home on the lines of the Pennsylvania Railroad. Although the trip of the N. E. A. began and ended at St. Louis, I cannot refrain from saying something about the return journey from St. Louis to Philadelphia. One of the great delights of a far western journey, which I have experienced more than once, is to get back to the Pennsylvania lines, where the service is unexcelled. Chief among the joys of homecoming is the sight of Pennsylvania's well-kept farms and comfortable homes. Rocky Mountain scenery is more rugged and picturesque than that of the Alleghanies, but there is no more beautiful mountain stream than the "blue Juniata" and no pastoral scenery anywhere in the United States which surpasses that of Chester valley. As the train glides along from Harrisburg to Philadelphia the traveler sees scarcely anything but well-kept farms with barns, outbuildings and fences in perfect order, while the entire country presents such a scene of thrift, prosperity and neatness that it seems to have been specially swept up and cleaned for his delectation.

It is a good thing to travel and to view the beauties and wonders of other States, but it is a better thing to return home and realize that, after all, Pennsylvania is the garden spot of the universe and Philadelphia the best place in the world in which to live. I might go further and designate the particular part of Philadelphia that is most desirable as a place of residence, but that is unnecessary, as my address is known.

The itinerary of the trip, with distances traveled, is worth preserving:

	Arrived.	*Left.*
St. Louis		June 6
Sedalia	June 6	" "
Parsons	" "	" "
Guthrie	" "	" 9
Snyder	" 10	" 10
Lawton	" "	" "
Chickasha	" "	" "
El Reno	" "	" "
Oklahoma City	" "	" 11
Guthrie	" 11	" 11
Bliss	" "	" "
Guthrie	" "	" 12
Cleveland	" 12	" "
Tulsa	" "	" "
Muskogee	" "	" 13
Dallas	" 13	" 13
Houston	" 14	" 14
San Antonio	" 15	" 15
El Paso	" 16	" 16
Riverside	" 18	" 18
Los Angeles	" 18	" 21
Santa Barbara	" 21	" 21
Castroville	" 22	" 22
Del Monte	" 22	" 22

The Christ Child.

Sacred Song for Mezzo Soprano.

MARY GRANT O'SHERIDAN. W. C. E. SEEBOECK.

p Andante

On Christmas eve a Ba - by came To Beth-le - hem of old, Christ

Je - sus was the Baby's name, A star His birth fore-told; Within a cat - tle

shed He lay, Between the lowly kine; They shared their bed of fragrant hay With

Page from "Songs of the Open." Words by Mary Grant O'Sheridan; music by W. C. E. Seeboeck. Rand, McNally Co., Publishers, Chicago and New York.

Castroville	"	22	"	22
Pajoro	"	22	"	22
Santa Cruz	"	22	"	23
San Francisco	"	23	"	25
Sacramento	"	25	"	25
Densmuir	"	26	"	26
Shasta Springs	"	26	"	26
Ashland	"	26	"	26
Medford	"	26	"	26
Salem	"	27	"	27
Portland	"	27	"	29
La Grand	"	30	"	30
Huntington	"	30	"	30
Nampa	"	30	"	30
Pocatello	July	1	July	1
Ogden	"	1	"	1
Salt Lake	"	1	"	1
Grand Junction	"	2	"	2
Glenwood Springs	"	2	"	2
Salida	"	2	"	2
Pueblo	"	2	"	2
Colorado Springs	"	2	"	3
Denver	"	3	"	3
St. Louis	"	5	.....	

According to the Pullman conductor's report the railroads traveled over, with distances, were as follows: St. Louis to Guthrie, Missouri, Kansas & Texas ("Katy"), 584 miles; to Enid, the Denver, Enid & Gulf, 56 miles; to Lawton, the Santa Fe, 194 miles; to Oklahoma City, the Rock Island, 113 miles; to Bliss and Guthrie, the Santa Fe, 204 miles; to San Antonio, the "Katy," 870 miles; to El Paso, the Southern Pacific, 623 miles; to Portland, the Southern Pacific, 2,140 miles; to Huntington, the Oregon & N. C., 404 miles; to Ogden, the Oregon Short Line, 461 miles; to Denver, the Denver & Rio Grande, 778 miles; to St. Louis, the Rock Island, 934 miles.

The distances traveled over the several lines were:

	Miles.
Southern Pacific (including O. N. C.)	3,167
Missouri, Kansas & Texas ("Katy")	1,454
Rock Island	1,047
Denver & Rio Grande	778
Oregon Short Line	461
Santa Fe	398
Denver, Enid & Gulf	56
Total	7,361

Our side trips and trolley rides probably increased the distance traveled to 8,000 miles, to which should be added the varying distances traveled by different delegates to and from St. Louis. For some of the Eastern delegates the mileage was fully 10,000.

ADVERTISING HYPERBOLE.

In glancing through the newspapers of the week and the magazines of the month one cannot fail to be impressed by the fact that business men are not at all modest in setting forth their claims to leadership, and this in many cases without furnishing much more evidence of their title to this than the mere statement in superlative terms.

It is this tendency to exaggeration—this striving to outdo one another in adjectival redundancy—that in other countries has created an unfavorable impression of American business men and methods.

Like the ostrich which, with its head in the sand, believes it is unseen because unseeing, the advertiser who is given to superlatives believes that in persuading himself of his bigness he is persuading the public. But this is wrong. People no longer believe that a thing is "best," or "largest," or "foremost" just because the advertiser says so. My experience is that they are indeed rather inclined to hold the antagonistic view because these claims have become tiresome, and through constant reiteration have lost whatever strength they may have possessed.

Of course, there must be a best, a greatest, a finest of everything, but the mere iteration and reiteration of the claim that the advertised article is entitled to this distinction will never confer it.

How much better, therefore, is the statement of facts in a convincing, clear manner, distinguished, if possible, by original phrasing and presentation, and free from the weakness nowadays so common?—Richard A. Foley, in *Printers' Ink.*

These well put remarks remind one of the story of the young minister who was so much given to exaggeration or hyperbole, that when brought up before the bishop and severely reprimanded for his fault, replied that he fully realized the enormity of his offense in this particular and had shed barrels of tears over the fault.

Exaggeration has become a habit in advertising to such an extent that advertisers seem to feel that goods will be undervalued if it is not claimed that they are the best and choicest, are unequaled, unsurpassed, the most perfect, supremely superior, the most economical, the lowest priced, inapproachable, the superb, the purest, and so on to the end of the list. Such words contain a sort of challenge that at least attracts attention.

Modern civilization is a matter of coöperation. The man who puts up the hammock at the summer resort assists the dealer in wedding presents and both of them help the fellow who advertises soothing syrup.—*Agricultural Advertiser.*

QUESTION BOX

All Questions from Printers will be answered in this Department.

Address CHARLES A. KING, Beverly, Mass.

W. G. J., Penn. Inquires the best method for binding a monthly magazine of about 80 pages, 5,000 copies, and wants to know about covering.

The cheapest method of binding would be to run the forms so that the magazine could be saddle-stitched. This would do away with pasting on the cover and save some expense, but it would necessitate making up the entire 80 pages at one time, or at least having a pretty general idea of where the matter was going. There are publications of 128 pages saddle-stitched and look well. Of course in this case the margin between the first and last pages would have to be at least one-quarter of an inch more than between the two inside pages, and if the paper was heavy the pamphlet might be awkward. Pamphlet covers are usually put on with strong flour paste, although some binders use glue. A pile eight inches or more in height is pasted at one time, and the covers drawn on. Experts do this work very quickly and there is no labor-saving device for this work, except the expensive machines which are out of the question on so small an edition, and would scarcely get into good working shape before the edition was finished. If kept idle for a month it would be in bad order and require considerable time to put in shape. Glue is used in putting the covers on the National Printer Journalist. The book is made up of five sixteen-page sections, gathered and side stitched with three wire stitches. We have known other methods more practical.

Government Printing Office Investigation

Linotype Charges of Unfairness Sustained

PUBLIC PRINTER DISCHARGED

Recent Purchase of Type-Setting Machines "Improvident" "Indicates Great Partiality and Bias"

❧

"We Consider it Maladministration," says Keep Commission

❧

THAT the printing trade in general may be in possession of the facts, undistorted, of the recent Government Printing Office investigation, we show on the following page an extract from a letter written by Mr. Palmer, then Public Printer, to Mr. Dodge, President of the Linotype Company, in which Mr. Palmer gives his reasons for not purchasing additional Linotype Machines. We also print several extracts from Mr. Palmer's testimony before the Commission, and extracts from the testimony of Mr. Brian (Mr. Palmer's chief clerk) narrating his conversations with Mr. Palmer on the subject of additional machines. The several conversations show that Mr. Palmer based his opinion on a report to him, known as "Special Report No. 5."

On the second following page will be found the conclusions of the Keep Investigating Committee, in which they find Mr. Palmer biased and incapable of impartial action in the purchase of type-setting machines, the so-called records worthless, and as a supposed comparison or test as to the merits of the two type-setting machines, grossly unfair to the Mergenthaler Machine. They also find that his purchase of additional machines was improvident, and they consider it maladministration.

EXTRACT FROM MR. PALMER'S LETTER

PHILIP T. DODGE, Esq.,
President Mergenthaler Linotype Co., Tribune Building, New York City.

Dear Sir:

. . . . A record of the output of both classes of machines has been carefully kept, and that record shows the superiority in quality, quantity and economy of the Lanston over the Mergenthaler Linotype machines. . . . .

(Signed) F. W. PALMER,
Public Printer.

EXTRACTS FROM THE RECORD

Mr. Palmer:

Q. Well, have there been any reports of any kind bearing upon the question of their efficiency or economy or cost?
A. Well, some of the men in charge have made their own reports, but no formal reports have been made. . . .
Q. Have you any reports from any official showing the comparative output of the two kinds of machines and the cost as to each of the matter turned out?
A. Oh, yes, sir, we have; yes, sir.
Q. Who made those?
A. Well, sir, in the month of April I appointed a commission of three men, consisting of Mr. A. P. Marston, Mr. W. H. Tapley and Mr. E. C. Bushnell. . . . They made five different reports, and one of those reports related to the comparative cost of the machines, the output of the two classes of machines, and, also, as compared with hand-set type.

NOTE: The Committee who compiled the special reports mentioned in Mr. Palmer's testimony included a printer, Mr. A. P. Marston (who died prior to the completion of the reports), an electrician, Mr. Tapley, and the auditor, Mr. Bushnell. Thus the report made to Mr. Palmer, and in which he placed so much confidence, was made by men without knowledge of the printing trade. See the opposite page for the conclusions of the Committee on this report.

Q. . . . Did you have any conversation with Mr. Brian about the respective merits of these two machines?
A. I did. He concurred with me as to the difference in the machines. . . . He agreed with me as to the superiority of the Lanston machine over the Mergenthaler machine. . . .

Mr. Brian:

Q. If I apprehend what you have told us, you did not advise him to buy those Lanston machines?
A. I did not advise him to buy the Lanston machines. . . . He had that report; I asked him then, "Are you going to buy any Mergenthalers?"
Q. What did he say?
A. He says, "I don't see how I could; I don't see how I could justify myself in the face of that report [Special Report No. 5] in buying any Mergenthalers."

Mr. Palmer:

Q. As I understand it, from the statement of Captain Brian, you have no accurate system of keeping cost in this office?
A. No, sir, we have not.
Q. At the time Special Report No. 5 was made to you, did you know that the work upon which the Lanston machines had been used was charged at double price or any portion of that?
A. Yes; I did.
Q. Did you know at that time that it was the practice in offices outside where machines were used to charge by the hour and not by the em?
A. I knew that the rule was to charge by the hour.
Q. Did you know that no single job or single class of work had been tested on both machines?
A. I knew that.
Q. Did you know how the work in the Gazette division was measured?
A. I did. . . .

NOTE: A 14-point face on a 16-point body was measured as pica.

Q. Did you know whether that rule was a fair rule to apply to machine work?
A. Well, we followed the old rule about that.

NOTE: The Foreman of Printing testified that by this mode of measuring each thousand ems actually set counted as 1,749 ems.

EXTRACTS
FROM THE REPORT TO THE PRESIDENT OF THE KEEP INVESTIGATING COMMITTEE

"After the most careful consideration of the methods followed by the Marston Committee in arriving at its results, ***we are of the opinion that as a comparative statement of cost of composition, as between the Mergenthaler and Lanston machines, the report is worthless.***

"The conclusion reached by the Committee is not justified.

"As a record of any supposed comparison or test as to the merits of the two typesetting machines, ***the report is grossly unfair to the Mergenthaler machine.***

"The work done in this division (on the Linotype) is almost entirely what is known as straight matter, also known as solid or single-price matter. The output of the machines as stated in ems is the actual number of ems set.

"Of the twenty-eight Monotype machines, whose output is compared with the output of the Mergenthaler machines, ten were in the Fifth Division under Mr. Cottle. The greater part of the work done in this division, during the period covered by this report, was tabular work. This tabular work was of the character known as double-price matter. In measuring the output of machines engaged upon tabular work of this character, the actual number of ems set is doubled, and the doubled figures thus arrived at, which are calculated rather than actual ems, were used as a basis of computation by the Marston Committee. Eighteen of the Lanston machines, during the period covered by the Marston report, were engaged for the greater part of the time in Mr. Hodes' division, known as the Gazette Division, in composing matter for the Patent Office Gazette. This matter is set up with type having 14 point face on a 16 point body. In measuring this type to determine the output of these machines it was measured as 12 point. ***The effect of this measurement was greatly to increase the output of the (Monotype) machines.***

"It appears that the Marston Committee had charged against the Mergenthaler machine the daily wages of fifteen proof readers, upon no information justifying any such charge, and the cost of composition on the Mergenthaler machine was thereby materially increased."

"Upon the whole it seems to be very conclusively established that the Public Printer's determination to buy no Mergenthaler machines was not finally reached until 'Special Report No. 5' was in his hands, and that Report and its unfounded conclusions decisively determined the Public Printer's action."

NOTE: It appeared in the testimony that Mr. Palmer and his assistants had repeatedly visited the officials of the Lanston Typesetting Machine Company at their homes.

"It is our opinion that this purchase should not have been negotiated at private residences of Mr. Dove and General Michener, but at the Government Printing Office, and that the method followed in this case was highly improper."

"The Mergenthaler Company should have been informed that the purchase of additional machines was under consideration and should have been given an opportunity to be heard."

"The action of the Public Printer in making this purchase was in our opinion based largely upon the report from his subordinates, ***which report was based on unfair tests and imperfect records and was unjust to the Mergenthaler machine."***

"It was an improvident purchase and indicates great partiality and bias on the part of the Public Printer. ***We consider it maladministration."***

CONCLUSIONS OF THE COMMITTEE VERBATIM:

First: The contract of the 19th of June was duly executed by the Public Printer and the Lanston Monotype Company, before its subject matter was called to your attention, and before, therefore, any orders were or could be issued to delay action. The law gives the Public Printer full discretion to make such a contract, and his contracts for machinery do not have to be approved by any superior officer or by the Joint Committee on Printing. We know of no ground upon which the contract can be successfully attacked. Its validity, is however, more properly a question for your legal advisers than for this Committee. ***If it could be set aside, such a course would be desirable.***

Second: No corrupt consideration, payment or promise passed from the Lanston Monotype Company to the Public Printer, or to any person in the Government service.

Third: The action of the Public Printer in making this purchase was, in our opinion, based largely upon a report from his subordinates, claiming superiority for the Lanston machines, ***which report was based on unfair tests and imperfect records and was unjust to the Mergenthaler machine.***

Fourth: Two important assistants of the Public Printer, holding positions as chiefs of division in the Government Printing Office, and connected in important ways with such report, were indirectly interested in the Lanston Company, their wives being stockholders therein.

Fifth: Both the Lanston and Mergenthaler machines have done excellent work in the Government Printing Office and both are needed there, and, in our judgment, both should have been purchased; but further than this we express no opinion as to their comparative merits for particular classes of work.

Sixth: ***The purchase of forty-five Lanston machines,*** costing about $140,000, for work on patent specifications, without any test of the Mergenthaler machine on this work, although a request for a fair test of the two machines on this particular work had been made by the Mergenthaler Company, and although the Public Printer had promised the Mergenthaler Company careful consideration of the merits of the two machines on this work, ***was an improvident purchase and indicates great partiality and bias on the part of the Public Printer. We consider it maladministration.***

Seventh: The openly avowed belief of the Public Printer that the Mergenthaler Linotype Company had been at the head of the movement to secure his removal from office, and the strong report he received from Mr. Dove, President of the Lanston Company, and from General Michener, his intimate personal friend of twenty years' standing, counsel for the Lanston Company, ***had put the Public Printer in a condition of mind which rendered him incapable of impartial action in the purchase of typesetting machinery for his office.***

These are but sample extracts and we earnestly invite you to read the entire report of the Committee, which will be mailed to any one. Address

MERGENTHALER LINOTYPE CO.
Tribune Building, New York City.

OLD ROMAN CONDENSED

ORIGINAL

Cast Point-Line, Point-Set, Point-Body from Superior Copper-Mixed Metal

FROM AUSTRALIA TO CEYLON

South Australia is the name of the colony of which Adelaide is the capital; the next-door neighbor is Victoria and New South Wales on the West. It was settled directly from England, instead of being, like most of its sister colonies, a child of the mother of Australia, New South Wales. Adelaide is a pretty city, of about 100,000 population, the quietest of the Australian capitals, but very proud of its sturdy respectability, fine homes, and its prosperous tributary country. It was this colony that built the transcontinental telegraph line, which, in connection with the cable from Port Darwin, gives instant communication with Europe and the rest of the world. The laws of South Australia are generous and progressive an index of the characteristics of the people. Under the administration of the Adelaide government is included all the great area known as the Northern Territory, a region considered a desert, but full of mineral resources that are virtually untouched. A line of railway has been built straight north into this part of the country to a point 700 miles from Adelaide, but the fact that train service is maintained only once in two weeks is an indication that the line does not tap a very thickly settled territory. From Adelaide, too, runs the railway to Broken Hill, just within the limits of New South Wales, famous the world over as the greatest silver mine ever discovered.

The colony that claims the greatest future in Australia is Queensland, occupying the northeast part of the continent, consequently it is the nearest to the United States. It was settled from New South Wales, which limits it on the south, as a branch penal settlement, but in a short time this yoke was cast off. It is the tropical colony of the antipodes, with an abundance of appropriate products and fine

6 POINT OLD ROMAN CONDENSED

FROM INDIA TO SIBERIA

Lucknow is a name known to every reader as a center of the famous Sepoy mutiny and the scene of a remarkable siege with a dramatic ending. On every hand are public buildings and palaces connected with the history of that critical time. Cawnpore is visited with ease from Lucknow, and its name is only second to that of its neighbor for the terrible massacre of Europeans that took place there during that same mutiny. It is less than half a century since the scenes of the Sepoy rebellion were enacted, and many an actor in them still lives to tell the tales that have been embodied in the verse of more than one poet.

Agra, the beautiful city of the Moguls, is considered the finest city of India. Its remarkable palaces date from the sixteenth century, and are lavish in their display of magnificence. Here is the "Taj Mahal" an imperial tomb built of white marble and inlaid with precious stones. It occupied 20,000 men for seventeen years in its building. The pearl mosque and the fort are among the other sights of Agra, but there are a hundred to be seen for every one named here. Agra, like all its neighboring cities of India, has good hotels.

Delhi, not far from Agra, is one of the ancient cities of the world, dating back more than 1,500 years before the Christian era, some of its neighboring ruined fortresses being credited to the time of Joshua. It was the capital of the Mogul empire, and in a later day its capture and the capture of the king with it marked the virtual end of the Sepoy rebellion. The city is full of places of interest, ruined mausoleums and mosques, gorgeous Sultan's baths, and the other attractions of such a center of ancient civilization. Seven ancient and ruined cities, with enormous fortresses, marble palaces, great walls, and imposing temples extend for nearly fifteen miles over the great plain near by. They are wonderful ruins and should not be missed by the traveler. Jeypore is called the finest native city in India. It is the chief city of the semi-

8 POINT OLD ROMAN CONDENSED

Old Roman Condensed, 6 to 18 point inclusive, sold in fonts of 20 pounds and over at Roman Rates.

FROM TASMANIA TO SOUTH AUSTRALIA

Names have changed in the southern hemisphere, and the island that was once named Van Dieman's Land, in honor of the patron of a brave explorer's voyage, is now called Tasmania, in honor of the brave explorer who discovered it, Abel Jansen Tasman. Furthermore, the capital of the colony is no longer called Hobart Town, but plain Hobart. And it is one of the prettiest places in all the south. The names were changed by act of parliament many years ago to remove the taint of the convict transportation system which still hung about the beautiful island. It has been a long time since the "system" was abolished, but even today its relics furnish much of the interest that will appeal to the tourist. Tasmania is proud to be known as the England of the south, and well justifies the phrase. The island is about the size of Ceylon, or of Ireland, and much of it is in a high state of cultivation, with villages, hedges, and meadows of a very English appearance. In the northwest are valuable mines of gold, tin, and other metals. The southern part, directly tributary to Hobart, is apple country of great productiveness, possessing the advantage that its crop comes to the English market at exactly the opposite season of the year from the apples of the northern hemisphere, and so commands the highest prices.

Hobart faces a beautiful harbor, with Mount Wellington rising over the city. Electric street-car lines carry the tourist through much of the prettiest scenery in the suburbs, and whichever line one takes, the terminus is sure to be at a pretty little refreshment garden, where they can get strawberries and cream and a cup of tea as they are resting in the shade. A famous carriage drive along the shore of the

10 POINT OLD ROMAN CONDENSED

HONOLULU TO HAWAII

ltiply in geometrical progression the longer one stays. those who stay longest love it best. It is beautiful from rbor as the ship draws near land, and quite as beautiful ts ashore for a closer view. A crescent bay, with blue for a background all around, flanked at the right by an iamond Head, and at the left by the hills beyond Pearl rugged valleys and gorges cutting into the mountains, ouds among the chasms, or bright with one of the rain- where the shore meets the sea, as far as the sight can irection a line of foam, the breakers that have made of n the world; in the foreground a little city which has a in its white houses, green blinds, picket fences, and a details, but framed in a tropical forest of cocoanut and royal palms, algeroba, royal poinciana, and hibiscus; a people who can live out of doors day and night without a threat from the weather—this is the way you find it in Honolulu.

An excellent hotel, built by the former monarchical government and conducted on the American plan, affords comfort and luxury to the way-

12 POINT OLD ROMAN CONDENSED

Manufactured by BARNHART BROTHERS & SPINDLER, Chicago, Illinois

Kept in Stock and For Sale by Great Western Type Foundry, Kansas City, Mo.; Minnesota Type Foundry Company, St. Paul, Minn.; Great Western Type Foundry, Omaha, Neb.; Barnhart Type Foundry Company, New York, N. Y.; St. Louis Printers Supply Company, St. Louis, Mo.; Southern Printers Supply Company, Washington, D. C.; Pacific Printers Supply Company, Seattle, Wash.; Barnhart Type Foundry Company, Dallas, Texas.

14 Point u 15 A 32 a; approximate weight, 4 lbs. 5 oz., about $3 00

THE DISPLAY OF OUR TYPE FACES
Represents Masterpieces 659 of Designers

16 Point u 11 A 22 a; approximate weight, 4 lbs 7 oz., about $3 00

SOME DELIGHTFUL FANCIES
In Ornamental 87 Embellishments

18 Point u 11 A 23 a; approximate weight, 4 lbs. 15 oz., about $3 25

CHARMING ARRAY OF THE
Fancy Designs 23 or Plain Faces

24 Point u 7 A 15 a; approximate weight, 5 lbs. 8 oz., about $3 50

OUR STYLES APPEAL
To the 49 Artistic Senses

OLD ROMAN CONDENSED

ORIGINAL

6 Point Old Roman Condensed u 26A 54a; approx. weight, 1 lb. 9 oz., about $2 00

SIXTEENTH ANNUAL CONVENTION OF THE United Order of Ancient Dames Commences July First All Old Maids over Ninety Cordially Invited 1234567890

8 Point Old Roman Condensed u 25A 50a; approx. weight, 2 lbs. 4 oz., about $2 25

A GREAT MANY PEOPLE WHO ARE
Looking for Easy 27 Jobs Never Get Them

10 Point Old Roman Condensed u 24A 49a; approx. weight, 3 lbs. 1 oz., about $2 50

ARTISTIC MINDS CONCEIVED
The Rich Styles 41 Here Presented

12 Point Old Roman Condensed u 20A 40a; approx. weight, 3 lbs. 12 oz., about $2 75

VERY LATEST ARTISTIC
Creations in 56 Type Making

30 Point u 5 A 11 a; approximate weight, 6 lbs. 10 oz., about $4 10

GAINING PRAISE
From all 2 Printers

36 Point u 3 A 7 a; approximate weight, 6 lbs. 15 oz., about $4 30

FINE EFFECT
In Neat 5 Prints

42 Point u 3 A 7 a; approximate weight, 8 lbs. 12 oz., about $5 25

NEW IDEAS
Invite 8 Merit

54 Point Old Roman Condensed u 3 A 6 a; approximate weight, 12 lbs. 11 oz., about $7 60

FINE Result 4

60 Point Old Roman Condensed u 3 A 4 a; approximate weight, 13 lbs. 6 oz., about $8 05

HAS Merit 5

48 Point Old Roman Condensed u 3 A 6 a; approximate weight, 11 lbs. 1 oz., about $6 65

GOLD Medal 2

72 Point Old Roman Condensed u 3 A 4 a; approximate weight, 15 lbs. 11 oz., about $9 10

MY Kind 8

Manufactured by BARNHART BROTHERS & SPINDLER, Chicago, Illinois

Kept in Stock and For Sale by Great Western Type Foundry, Omaha, Neb.; Great Western Type Foundry, Kansas City, Mo.; Minnesota Type Foundry Co., St. Paul, Minn.; St. Louis Printers Supply Co., St. Louis, Mo.; Southern Printers Supply Co., Washington, D. C.; Pacific Printers Supply Co., Seattle, Wash ; Barnhart Type Foundry Co., New York, N. Y.; The Barnhart Type Foundry Co., Dallas, Texas.

THE NEW PUBLIC PRINTER.

The members of the printing fraternity of the United States are to be congratulated on the fact that in appointing a successor to Public Printer Palmer, President Roosevelt has followed his declared and accepted ideas as to having the different departments of government conducted on business principles, with no graft or favoritism, but, on the contrary, with economy, efficiency and a square deal to all legitimate interests and public business first. There has been some scandal revealed in the past and we have reason to believe that much more of doubtful practices existed than has been uncovered. It ought to be understood that no departments of the government are to be used as perquisites of members of Congress, yet we were once informed, by a representative of a type foundry, that a certain member of the Printing Committee of the House had informed him that he would be of use to his establishment, and sometime afterwards, that this particular member had one of the best equipped printing offices in his State, though in a small city. Now, we are not in the detective or informing business, but the very prevailing idea that Congressmen are to influence purchases, or to secure places for friends or partisans in the Government Printing Office, or in other Departments, is injurious both to the work and efficiency of members of Congress and opposed to the welfare of the country. Fitness for a position should be the only guide, and if Congressmen are to put in their time helping favorite dealers or manufacturers, getting places for partisans, or in sending seeds, patent office reports, or speeches that never would have been printed, except at the Government's expense, to constituents, instead of looking after needed legislation and the country's welfare, Congress better be abolished and the affairs of Government be conducted by a wisely chosen commission of experts. However, this was not, at all, what we intended to write when we commenced, for, as editor of a professional paper, we have nothing to do with politics or politicians. What we intended to say was, after the congratulations of the country on this evidence of the further establishing of the merit system and fitness for the service as a rule to govern in making appointments—that the appointee should be left free to carry out the same principle in every branch of the business under his control.

Mr. Charles A. Stilling, the newly appointed Public Printer, qualified and took up his work the 25th of November. *Walden's Stationer and Printer,* of New York, says of the new appointee:

Mr. Stillings' appointment is accredited to Massachusetts, but he has been residing out of the state considerably. Up to May last he was manager of the Printers' Board of Trade of Washington, at which time he resigned his position to accept the management of the Printers' Board of Trade in New York City, which position he now occupies.

His appointment is not a political one. Senators Lodge and Crane endorsed him, but not until after Mr. Stillings had filed his application for the office, supported by indorsements of big printing firms in several cities. The Mudge Press, of Boston, Theodore L. De Vinne & Co. and Rogers & Co., of New York, and Gibson Brothers, of Washington, vouched for his ability.

His specialty has been in furnishing prompt and accurate estimates of the cost of doing printing. In that particular line many printing firms have had an intimate acquaintance with his work. "He stands in the front rank for capacity for such work as lies before him," was the expression of one of the officers of the Typothetae.

Charles A. Stillings was born in Boston in 1873, and has been engaged in the printing business for sixteen years. He is the son of E. B. Stillings, of the Griffith-Stillings Press. His father has long been prominent in Boston, and was adjutant general of the G. A. R.

Three years ago the E. B. Stillings Company was consolidated with the Griffith-Axtell & Cady Company, of Holyoke, Mass., under the firm name of the Griffith-Stillings Press, which occupies commodious quarters at 364 Congress street, Boston. Shortly after the consolidation Charles A. Stillings became manager of the Washington Printers' Board of Trade, and while in that city devoted himself to a study of conditions in the government printing office.

Mr. Stillings will qualify and take up his duties the 25th of this month. He will have charge of a force of printers, bookbinders and clerks, numbering over four thousand.

In regard to the "open shop," which the president established in the government printing office about two years ago, Mr. Stillings has declared his belief in the movement, and in a recent interview is quoted to have said: "I believe that the 'open shop' is the only shop possible with good business methods, but I have no objection to unions. I believe in unions so far as they benefit the individual, but they must not be permitted to interfere with public business, and when a body of men are so strongly organized that they feel they can control the situation and stand still they are no longer useful. There must be progress. The standard will not be whether a man belongs to a union, but whether he can 'make good' and turn out the required amount of work."

"There is no reason," he added, "why there should be any waste or extravagance in the printing office. I don't believe that cheap things are necessarily the best, but I believe that the best results can be accomplished by the exercise of economy. When I take hold that will be one of the things I shall try to accomplish."

An expert in the best of work who will see to it that the Governmnt gets full value for money paid, in labor, material or machinery is the kind of man needed. The establishing of the idea or principle in the Government Printing Office—the greatest printery in the world—that government employment means full, efficient and honest service, will have a good effect not only on other Departments, but on the printing business throughout the whole country.

¶

"WHY WORK AT ALL?"

And another point of interest to our timid fellow craftsmen who fear that their wages will be decreased with the decreasing hours. The old couplet,

"Whether you work by the piece or the day,
Decreasing the hours increases the pay,"

is based on economic truth, as any one can convince themselves who takes the trouble to use his powers of observation in the industrial world about him. So long ago as 1847, in a debate upon this very subject in the House of Parliament, the Earl of Ellesmere said: "It is a remarkable fact, everywhere and at all times the same, the more hours men work in any staple branch of manufactures the less they receive in the form of wages." Lord Macaulay, in a powerful argument, maintained the same position.—*The Typographical Journal.*

Then why work more than one hour or thirty minutes a day and get the largest possible pay, for "the more hours men work in any staple branch of manufactures the less they receive in the form of wages," and *ergo* "Decreasing the hours increases the pay." We do not know why Lord Macaulay should have gone to the trouble of making a powerful argument to maintain this position when it is a settled historical fact that admits of no argument. We believe that he worked, at times, sixteen or eighteen hours a day, for the love of the work, but he did not get as much pay as was received by some of the other great princes and lords of England who did no work. He might have thought this a wrong in his early and immature days, for the Bible, which he was taught in his youth, says: "Beholdest thou a man diligent in business, he shall stand before kings," which was a favorite text of Benjamin Franklin, who never counted the hours and yet grew wise, strong and great through honest toil;

and again, "He becometh poor that dealeth with a slack hand, but the hand of the diligent maketh rich." There are hundreds of such outgrown Scriptural texts and proverbs, like also the commandment of Paul, who wrote: "We commanded you, that if any would not work, neither should he eat," for, all that is necessary now is to be an officer in, or a member of the family of the President of a life insurance company to eat and to revel in good things and to flourish in all the beautiful adornments of the lilies of the field—which neither toil nor spin—for the policy holders provide for them.

¶

PRIZE CARD PARTIES LOTTERIES.

A ruling by the Postal Department that card parties in which prizes are won at euchre, whist and other games, are in the nature of lotteries, and that the publishing of "drawings" or winnings, in the newspapers is a violation of law, subjecting the offending publication to exclusion from the mails, seems to be a little hard on our good church and society people who have been accustomed to give interest to their social gatherings and societies or to bring money into the church treasury by such games, even if it be not an interference with liberty of the press. It would seem to be a joke on the good players, who think they win their prizes by superior science, attention or skill, to rule it all a lottery. We, however, sympathize with the ruling, believing that all playing for prizes or stakes, is immoral and demoralizing, in that it whets the appetite for gambling, or the getting gain without returning an equivalent, which is simply a form of theft. The Chicago *Inter Ocean* prints the following special from Sioux City, Ia.:

"Newspapers all over the state are in receipt of a circular letter from a Des Moines newspaper apprising them that the postoffice authorities at Washington have held that reports of prize winners at euchre and whist parties will suffice under the anti-lottery law to exclude any newspaper from the mails.

"The newspaper in question states that its presses were stopped one day last week and thirty minutes' delay ensued in order to remove from its columns a statement that Mrs. Jones had won a cut glass water pitcher and Mrs. Smith had won a chafing dish at Mrs. Johnson's card party.

"The Des Moines postmaster, after carefully reading his instructions, decided that such reports should exclude a newspaper from the mails quite as much as the report of a raffle, lottery or other gambling device. He telegraphed the department at Washington and was advised by it that his construction of the postoffice rules was literally correct, but that the department had never seen fit to enforce the rule as against reports of society card games. That left the question open, and Iowa editors are asked to secure the intervention of their congressmen."

B. B. Post, writing in the issue of *Newspaperdom* of November 16, states and solves this shorter work day problem in a most convincing and logical manner. He says:

The principal argument in favor of an eight-hour day seems to be that it leaves eight hours for recreation and eight hours for rest.

Why not a six-hour day? Then we would have "Six hours for work, six hours for recreation, six hours for improvement and six hours for rest."

Why not a four-hour day? Then our slogan could be "Four hours for work, four hours for rest, four hours for recreation, four hours for politics and twice four hours for sleep."

Or even a three-hour day? "Three hours for work, three hours for rest, three hours for recreation, three hours for self-improvement, three hours for amusement and thrice three for sleep."

What's the matter with a two-hour day? "Two hours for work, two hours for rest, two hours for recreation, thrice two hours for agitation for shorter hours, two hours for 'chewing the rag,' two hours for amusement and four times two hours for sleep."

A real handy number is 24—divisible by so many digits. The principal fault with 9 as the number of hours to work seems to be that it "does not divide into 24 with anything over." The fact that when 9 hours have been worked, there are still 15 left over in which to rest, amuse and agitate, seems to be immaterial, in spite of the fact that our American forbears accomplished the great things they did outside of working hours with much less leisure.

What's the matter with this slogan: "Nine hours for work, eight hours for sleep, seven hours for recreation"—9, 8, 7—doesn't that look as well and sound as well as 8, 8, 8? Of course it doesn't—nothing sounds as well which means another hour of honest work.

But wait till the agitation for seven hours begins—then 7, 8, 9 will be vastly more attractive than 8, 8, 8. That formula which expresses the thing we want is the most attractive, and 8, 8, 8 will be yelled down in derision when 7, 8, 9 begins to loom up.

But for the present 8, 8, 8.

¶

HANDSOME PRESENT TO PRESIDENT VARNER.

Lexington, N. C., Nov. 16.—In appreciation of his services while president of the North Carolina Press Association, Mr. H. B. Varner, editor of *The Dispatch*, has received through Secretary J. B. Sherrill, a very handsome present purchased by popular subscription among the editors of North Carolina and Virginia. It is a watch fob, bearing the emblems of the Royal Arch Masons and Knights Templars, studded with rubies and diamonds, a very beautiful and costly affair and a gift that Mr. Varner appreciates highly. Mr. Varner has served two terms as president of the Press Association, his last term expiring in July of this year, at the annual meeting of the editors.

Since that time the plan to present to him some token of their esteem has been quietly worked out by the committee appointed by the editors to attend to same.

Mr. Varner has written the following letter to Mr. Sherrill expressing his thanks:

"Mr. J. B. Sherrill, Secretary,
North Carolira Press Association,
Concord, N. C.

Dear Sir and Brother:—I have just received the very handsome gift sent me through you by the members of the North Carolina and Virginia Press Associations and I accept it with feelings of appreciation too deep for words, both on account of the beautiful gift itself, and on account of the spirit of brotherhood and friendship which prompted it.

Throughout the years that I have had the honor and the pleasure of belonging to the Association, my fellow-members have uniformly treated me with the kindest consideration and have honored me far beyond what I feel to have been my just deserts. My elevation to the presidency of the Association in 1903 and especially in 1904, when the constitution was changed to confer this signal honor upon me, was accompanied by feelings of gratitude and appreciation that were equaled only by a sense of unfitness for the high office and the determination to so acquit myself that there would be no regret on the part of my brethren that they had so honored me. And now that they have seen fit to present to me this beautiful little token of their esteem, my measure of joy is filled to overflowing. It seems to me that it was eminently fitting that this gift, prompted by the finest feelings, should bear the emblem of an order whose doctrines are those of brotherly love and whose sentiments are those of exalted benevolence; an order that encourages all that is charitable, kind and good, and one that reproves all that is vicious, unkind and cruel. I wish to express through you, sir, my heartfelt thanks to those who have so kindly remembered me and to assure them of my unbounded appreciation of this beautiful gift.

Very cordially and fraternally yours,

H. B. VARNER."

A page from "Little Rhymes for Little Readers," by Wilhelmina Seegmiller, illustrated by Ruth Mary Hallock. Published by Rand, McNally & Company, Chicago.

THE POLITICAL POWER OF THE INDEPENDENT PRESS ILLUSTRATED.

We have frequently had occasion to refer to the political power of the truly independent press. The candid newspaper that stands for the right without fear, favor or prejudice, will ever find an enthusiastic following, but papers that are always partisan or factional, ever hammering away, in season and out of season, against men and measures, simply because not of their clique or their party, allowing nothing for worthy deeds or good qualities to the men or measures opposed, generally do the men, the measures and party or faction that they espouse, in this day of the independent voter, more harm than good. They frequently help, by awakening sympathy for and advertising, the very men and measures that they oppose. Their overzeal and iteration and reiteration of charges and imputed wrong motives, even when it is evident that attempts are being made for the public good, naturally awaken suspicions of unreasoning, uncharitable and blinding self-interest, if not even of bribery or corruption. The opposite is the case with the newspaper that treats men and measures with honest candor, or, bestowing commendation and praise wherever and whenever deserved, and only criticising the wrong. A case in point is well told, as follows, in the *Editor and Publisher*, of New York City, of November 18:

It was a splendid victory for an independent press that was won in Ohio during the recent campaign, and now that the election is over it is but fitting that some recognition be given the Cincinnati Post and the other papers of the Scripps-McRae League that led the fight.

The history of the crusade is interesting. It shows what a newspaper with the courage of its convictions can do.

The fight began in earnest early in the summer when the Post featured the statement of Lincoln Steffens in McClure's Magazine that Cleveland was the best governed city in America and Cincinnati the worst. In making this move the Post called down upon its head a storm of criticism from machine sources. It was charged with besmirching the fair name of its city. An effort was made to turn away its advertising in the hope of coercing it into silence. Its reporters were assaulted or arrested in the streets. But never once, after the gauntlet had been thrown down, did the Post waver from its purpose to overthrow the bossism that had ruled with a high hand in Ohio for a score of years.

The second card was played when a reporter secured an interview with George B. Cox, the boss. In this three-column interview Cox, instead of spurning the press as had once been his wont, assumed an attitude of defense and virtually admitted many of the charges made against the ring and sought to condone its actions.

Thus in the beginning the campaign was one of education. The facts were laid bare before the public for sober consideration. Then, as the people gradually awakened their emotions were appealed to with editorials, tempered to meet the growing moral consciousness.

To the Post was lent the strength of the entire Scripps-McRae League, of which Harry N. Rickey is editor-in-chief. The Cleveland, Columbus, Toledo and Akron papers were fighting Cox as a state issue, while the Post hammered Cox as both municipal and state issues.

The Post staff, under the direction of John Vandercook, who assumed editorship last May, worked night and day in collecting evidence against the ring. In the series of exposes by William C. Culkins, political editor of the Post, were some of the most brilliant specimens of reporting that have come to notice in recent years.

Jacob Waldeck, of the Cleveland Press, in a series of articles of remarkable clearness and great educational value, showed unmistakably that Cox was the real power in Ohio politics. All this time Cartoonists Bushnell, with his "Dick and Doc" sketches, and Saterfield, with his little bear, were doing powerful work. To cap it all Homer Davenport was engaged to go out during the last two weeks of the campaign to draw Cox as he saw him and in his inimitable style to tell the people of Ohio of the methods of political bosses he had met.

As fruit of all this, the election resulted in a plurality of 6,400 against the Cox ticket in Cincinnati. The revolution meant a change of about 200 votes to the precinct, and it is not too much to say that the boss issue in Cincinnati made a difference of from 25,000 to 30,000 in the vote that would ordinarily have been cast for Herrick.

Yet the Post had no fight against Herrick as a man. It was from beginning to end a fight against the boss.

¶

A RETIRING VETERAN HONORED.

THE HISTORY OF ADVERTISING DEVELOPMENT

A notable complimentary dinner was given to George P. Rowell by one hundred and sixty-two of his friends in celebration of his retirement from active business. He is the oldest of advertising agents and may be said to have founded the agency business. He did very much during his career of forty years as publicity promoter, toward the development of advertising and bringing producers and dealers into profitable coöperation with the newspaper publishers in the advertising of trade. The banquet was given at the Waldorf-Astoria on the evening of October 31. It was tendered by leading newspaper publishers and the speakers, to whose speeches and the encomiums contained therein, Mr. Rowell feelingly and fittingly responded, were: General Stewart L. Woodford, formerly U. S. Minister to Spain, and a lifelong friend of Mr. Rowell, and who presided at the feast; Artemus Ward, Frank Presbrey, Frank B. Noyes, H. B. Harding, Wolstan Dixey, John Brisbane Walker, and Mr. Louis Wiley, of the New York *Times*, a word from whom is said to have been the inception of the magnificent tribute to Mr. Rowell.

Many interesting facts with regard to the history and development of advertising, with which Mr. Rowell's life had been so closely connected, were brought out.

In responding to the toast "Geo. P. Rowell Advertising Agent", Mr. Presbrey, addressing Mr. Rowell, said of

THE SYSTEMATIC BATTLE OF BUSINESS PROMOTION.

It has been your privilege, Mr. Rowell, to observe from your important position on the field the transition of advertising from a chaotic, unsystematic attempt at publicity to an established business in which many of the best trained and most intelligent minds of the country are engaged. You have seen a mighty commercial battle waged for the supremacy of the markets of the world. You have seen the weekly papers which, in your early career, were the infantry on the firing line, fall back to make room at the front for the cavalry brigade of dailies, and you have seen the batteries of the magazines wheel into line and come into action with their heavy guns, whose reverberations are heard around the globe. It has been your privilege, sir, to witness and bear an honored and notable part in the greatest commercial battle ever known—that of conquering the markets of the world by the well-directed fire of publicity through the Gatling guns of the newspapers and the more ponderous long-distance guns of the magazines.

ADVERTISING MAKES NEWSPAPERS POSSIBLE.

Mr. Louis Wiley, of the New York *Times*, said in part:

Our distinguished guest began his career in the very infancy of the advertising business, and its wonderful development and expansion are largely due to his initiative and enterprise.

You have been told by the able gentlemen who have preceded me to-night of the remarkable efforts and the remark-

able success of this advertising propagandist. All his efforts and all his success have had an important bearing on the prosperity and the influence of the American press. The great modern newspaper is now sold at a price much smaller than the cost of production, and its success depends largely on its advertising revenues. These make possible the engagement of able writers, the installment of fast presses and linotypes, and the many other requisites for the daily newspaper.

Among the men who have instilled in the minds of the merchants and manufacturers of America the knowledge of the value of advertising and have educated them in the way to advertise, the name of George Presbury Rowell, like that of Abou Ben Adhem, leads all the rest.

SOMETHING STILL FOR WHICH TO LIVE.

Mr. Rowell expressed his gratitude for the kind expressions of esteem that have been given him and said that demonstrations of regard usually came too late to be appreciated by the object of them. He was grateful that in his case his friends had seen fit to show their affection for him while he was yet alive. He had never before been called on to celebrate the completion of a forty years' job. If he failed to do as well as his friends had a right to expect, they must attribute it to his lack of experience.

He spoke of those present who had been in his employ, of boyhood friends and of early business associates, and then referring to his retirement from business and his anticipations of pleasure at his boyhood home in New Hampshire, he gave a couple of quotations as follows:—

"There is still pleasure in store on earth for those who are old. The song of birds, the smile of childhood, the kindly greeting of an old friend, the rippling sound of running water, the pleasant sunshine and the constantly recurring miracle of spring, are things that one may enjoy so long as one has life." When spring has come again, having leisure and time to spare, I shall say to some of you, dear friends, on whose faces I see traces of care and overwork:

Come with me, O you world-weary, to the haunts of thrush and veery,
To the cedar's dim cathedral and the palace of the pine;
Let the soul within you capture something of the wild wood rapture,
Something of the epic passion of that harmony divine!
And on mossy carpets tarry in His temples cool and airy,
Hung with silence and the splendid, amber tapestry of noon.
Leave the hard heart of the city with its poverty of pity,
Leave the folly and the fashion wearing out the faith of men,
Breathe the breath of life blown over upland meadows white with clover,
And with childhood's clearer vision see the face of God again!

¶

"THE MOST VALUABLE."—"READ BY ALL."

West Virginia Editorial Association, Office of the Secretary,
Elkins, West Virginia, November 13, 1905.

National Printer-Journalist Co.,
Chicago, Ill.

Gentlemen:—I am sending you under separate cover photo of Mr. J. Bruce Hess, president, Col. Thomas H. Dennis, treasurer, and the writer, secretary of the West Virginia Editorial Association, to be used in connection with a short writeup of our recent annual session, as per your request of recent date. The copy to accompany these cuts will be mailed to you in the next day or so. I consider your journal the most valuable trade journal coming to this office and its pages are faithfully read every month by every one of us, from the printer's devil down to the editor.

With kindest regards to Mr. Herbert, whom I had the pleasure of meeting at our Parkersburg session, a number of years ago, I am, Very truly yours,

HERMAN G. JOHNSON.

* * *

The NATIONAL PRINTER-JOURNALIST is a regular visitor at the *Plaindealer* office, and is a big help to the entire force.

FRANK H. LOWE, Almena, Kansas.

PRESIDENT ASHBROOK REPORTS.

Johnstown, Ohio, Nov. 15, 1905.

To the Members of the California-Portland Outing of the N. E. A., 1905:

I come to you with an apology for the delay in reporting and remitting the balance due you on the Pullman deposit on our trip last June and July to Texas, California and Portland. I satisfactorily settled my account with the Pullman Company within thirty days after my return home, but for good reasons a meeting of the committee appointed at Guthrie to audit my account was not called until Oct. 2, when the committee met at the Auditorium Annex, Chicago, and inspected the detailed exhibit of the receipts and expenditures of all moneys coming into my hands as manager of the editorial outing following our convention. It was my intention to put in type the names and amounts paid by each person, but this would make a sheet a yard or less long, and the committee deemed this unnecessary. I therefore herewith submit the finding of the committee.

Chicago, Oct. 2, 1905.

"*To the National Editorial Association.*

"Gentlemen: We, the undersigned committee, appointed at the Guthrie meeting to audit the accounts and vouchers of William A. Ashbrook, Cor. Sec'y of the N. E. A. for the Texas and Portland trip, have examined the exhibits, receipts and expenditures and find the same correct. We further find a surplus in the hands of the Cor. Sec'y of $2,205.85 and recommend that the same be refunded pro rata, to-wit: $5.68 alike to each person paying the full assessment for Texas or Portland trip.

"We wish to add that in our opinion the trip was very economically conducted and reflects great credit upon the corresponding secretary.

BENJ. B. HERBERT,
A. W. GLESSNER,
W. F. PARROTT, Committee.

Upon my return home from the meeting in Chicago, I fully intended to send out the refunders forthwith, but as I was mixed up in politics somewhat, I found things altogether too interesting to do anything but look after my campaign, and until after the election was not in my office a single day. This I trust will be a good and acceptable excuse. Permit me to say, that although my opponent for the legislature was a candidate for his second term and admittedly the strongest man on the Cox county ticket, I skinned him good, with the comfortable plurality of 643, leading the ticket a couple hundred votes. So much for politics and apologies except that we have none to offer in Ohio for electing a Democratic governor.

The committee found that the Texas contingent deposited $15 and that the trip was made in 11 days; that the Portland deposit was $35 and the trip made in 30 and 31 days. Therefore, in equity to all, the same refund is made to the Texas excursionist as to those going to Portland, and that each person paying either $15 for Texas or $35 for Portland to be entitled to a rebate of $5.68. Agreeable thereto I enclose a New York draft (and it's good for I writ it myself) for the amount due you. Should you desire to examine my account, it is typewritten and will be cheerfully sent to any one for examination. Some paid $30 and abandoned the party at San Francisco and Portland, and these will receive 68 cents. No cars were abandoned because some left the party, therefore no other rebate could be allowed. The trip cost a trifle less than one dollar per day after all expenses, including authorized donations were paid, and I hope the cost and management will meet your approval. As I prepare this copy for the printer, that beautiful diamond ring presented me at Salt Lake City sparkles in the sunlight, and either its brilliancy or the memory of the dear friends of our happy party dim my eyes and fill my heart with gratitude to you one and all for your very great kindness to me and evident appreciation of my efforts. May we all meet at Indianapolis, and many times thereafter.

Very respectfully, WILLIAM A. ASHBROOK,
Cor. Secy, N. E. A.

THE EDITOR TALKS OF SPECIAL AND OTHER EDITIONS.

We have frequently insisted that newspapers, like everything else, should be seasonable. There may be nothing religious or obligatory in the observance of times and seasons, the feasts and fast days, but there is wisdom in entering into the spirit of these and helping to increase the joys and to enforce the lessons which they contain. We believe in the precious gladness of harvest home, of "the old home week," of the Thanksgiving, Christmas, New Year's, Washington's Birthday, Easter and Fourth of July issues of newspapers. In these anniversaries, days and observances, the noblest sentiments of human hearts are awakened, gratitude, friendship, religion, aspirations for a new and better life, broad philanthropy, sentiments of virtue, enduring bravery and patriotism, hopes of immortality, and an undying love for liberty that wavers not at sacrifice or even at death itself. Around all these, wherever known and observed, art and sentiment, poetry and eloquence and the love of man, of nature, of the beautiful and the true, and of a great, beneficent All Father, expressed therein, have woven chaplets that need remembering and renewing with the passing of the months in which they are numbered. The newspaper that touches humanity at every point is the more useful and greatly the gainer by taking part with enthusiasm, in all these occasions and helping along in all the joy and upbuilding.

This has all been suggested by the special numbers that are now, at the beginning of the festal season, reaching our sanctum. Besides these, too, each newspaper, like each human being, has its own anniversaries, marked by struggles and successes and the rounding of the years, which by reason of the close relations to the people, and the public character of the press, are of interest to all readers. From Colorado and Kentucky as well as from the New England States come papers that talk of "Old Home Week" and the joys of the home returnings.

From Minneapolis, Minn., Past President Collins sends a copy of his "Harvest Home Special Edition" of Nov. 4, and the half tone reproductions of the first page cover designs, to be printed in colors, of the Christmas numbers of both his publications, and, as a reminder, Past President Cappeller favors us with a very attractive postal card, printed in colors, showing a view of the "Mansfield, Ohio, Daily *News* Outing," Aug. 28, with all the beauties of the green trees in the park, the handsome *News* and other buildings, and of the gay throngs of children in holiday attire.

From far away New Zealand comes our first special Christmas Number of a newspaper for 1905, with a wealth of advertising and a beauty, a magnificence and

completeness of illustration that is wonderful and that cannot be exaggerated by this liberal use of adjectives. For variety, grandeur and beauty of scenery; for splendid as well as unique architecture; for the picturesqueness of the native population, the natives and their huts, and for the loveliness of her flora and fauna, as shown in this Christmas issue of the *Weekly Press* of Christ Church, New Zealand, can hardly be surpassed. The issue before us is, in itself, an enchanting art gallery of artistic illustration from cover to cover, in both the text and the advertisements. We give a half tone reproduction of the first cover page, and one of the views of natural scenery. The cover is elaborately printed in colors, red, blue and gold and naturally the reproduction in black is far from showing the artistic beauty of the original.

* * *

The covers of both Mr. Collins' publications will be printed in colors. It is the plan to use an artistic cover in colors on the *Northwestern Agriculturist* once a month during the winter, making a special or magazine edition of that issue, printing 104,000 copies, the regular issue being 80,000 copies a week. This is an innovation in weekly agricultural publications. The *Home Magazine* is published monthly, with a circulation of 100,000.

* * *

The daily edition of *The Courier*, of Connellsville, Pa., celebrated its entering upon its fourth volume, November 10, with a "third anniversary edition" of twenty-four pages. Hon. H. P. Snyder, president of

the *Courier* company, and managing editor of the paper, is to be felicitated on the success attained, as shown by the following extract from a brief review of the paper's history:

The *Daily Courier* is three years old to-day. It is the sprightliest and sturdiest journalistic three-year-old in Pennsylvania. Since the *Daily Courier* was launched on November 10, 1902, not a backward step has it taken. Every move of its management has been one of progress. It began modestly; it was enthusiastically received by the reading and business public. Starting with a circulation of 1,000, the *Daily Courier's* field rapidly widened. In three years its gain has averaged over 1,000 readers a year. To-day, instead of printing 1,000 papers each afternoon, an average daily circulation of 4,300 to 4,500 is maintained. This rate of increase is even greater now than it was during the first two years.

In two more years the *Courier* will be read in 10,000 homes in Fayette and adjoining counties. The *Courier* is a paper for Fayette county, but while keeping a watchful eye over this county it aims never to neglect the general news of the day, and with a special view to covering thoroughly and accurately Southwestern Pennsylvania.

Three years ago the *Courier* printed an eight-page, five-column paper, with a total space of 720 inches as against a 24-page seven-column paper with 3,360 inches of space and 2,190 inches taken up with advertisements for this anniversary number. This is an evidence of success in three years achieved by good newspaper work and earnest and untiring effort that would be hard to match in a city of the size of Connellsville even in the boundless and growing west.

* * *

The Brillion, Wisconsin, *News* appears in an enlarged quarto form with a four-page magazine supplement. The adding of 32 columns a week is given as a reasonable excuse for an advance of fifty cents a year in the subscription price. Rapidly growing circulation and increasing advertising are given as the very gratifying causes of the enlargement. It is a newsy, well printed, clean, bright paper, in which neither the schools nor any other worthy local interests are neglected. Mr. Otto J. Zander, the editor and publisher, states in a neatly bordered card, set in six point:

It shall be our constant aim to publish the news, to treat all whose names appear in our columns with justice and fairness, and everything calculated to promote the interests of our community will receive our earnest support.

* * *

The Clifton, Tenn., *Mirror,* issued on Oct. 20, an anniversary number just at the beginning of its twenty-fifth volume, but in honor of its first year under the present management. The paper is owned by the business men of Clifton and is edited by W. O. Thomas and H. M. Jackson. This anniversary number contains very complete accounts of Clifton and Wayne county, their history, industries, natural resources and institutions with illustrations of views and buildings and portraits of prominent citizens. It contains some sixty half tone portraits. They show bright, intelligent, refined, noble faces and tell of a healthy, well developed, strong people, but then Tennessee has ever been celebrated for her men and women.

After speaking of the plan and labor of this anniversary issue, which had only been conceived a month previous, the paper further says, editorially:

In this connection we call our friends to witness that labor and effort in connection with this publication are qualities we have used unsparingly during the past year. The *Mirror* office has been a veritable hive of industry during this time. While the immediate effects have not put us in a class with the presidents of the old line insurance companies, yet we have received much reward in the consciousness that we have builded for the *Mirror* a reputation of which the town may well be proud, and that will make for a broader and better patronage in the future.

A little further on, in another editorial, the paper lays down the following, briefly stated, fundamental principles of manly living necessary to the safety and perpetuity of a free government in which every citizen is charged with the responsibility of sovereignty:

The grandest thing on earth is for the individual to recognize his manhood. This is something that should not be surrendered into the keeping of others. If the government planted by our forefathers should prove a failure it will only be because of the decadence of patriotism. Each individual should feel resting upon him the sacred obligation of kingship.

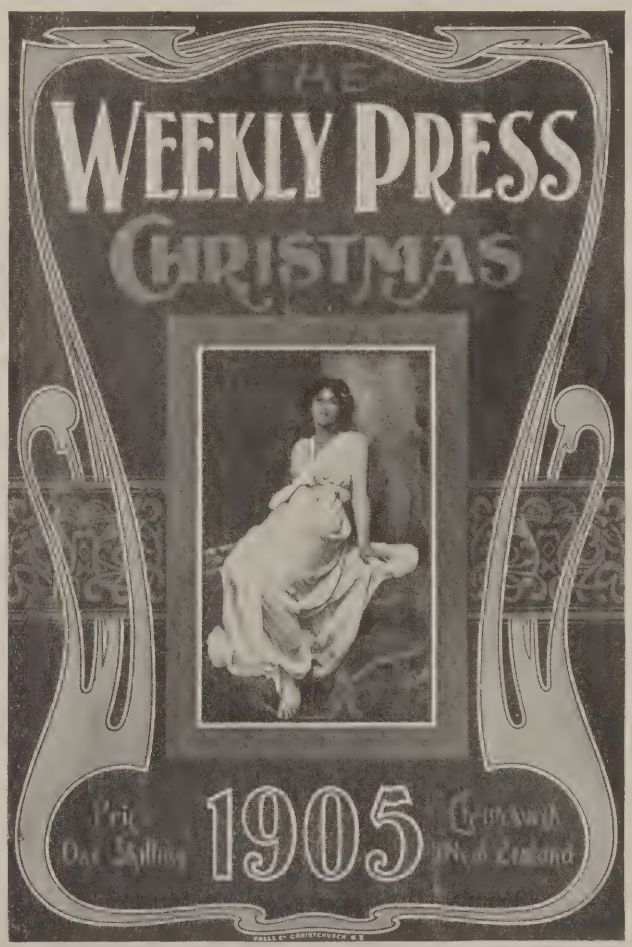
* * *

The Dayton, Ohio, *Journal* has had the honor of introducing the first traction or automobile newspaper car in America, of which it gives full illustrations and descriptions in its issue of November 15. The idea is so important to newspapers that want to reach, speedily, outlying suburbs, cities and villages, and seems so practical in its working that we reprint the following from the interesting account of the plan of construction and the actual workings of the car:

The car is the product of an ingenuity taxed to meet the exigencies of newspaper distribution and is a distinct novelty, serving out the purposes for which it was designed and built, to a nicety.

Every arrangement has been made to serve the dual purposes of convenience and dispatch and the amount of space is so distributed as to leave to each bundle of papers a separate spot, easily reached from any part of the car, no matter what speed is being attained at the time.

From the moment the car speeds on its flight across this



New Zealand First Cover Page. Original printed in blue, gold, green, red and yellow

county and deep into others, the scene aboard is one of bustle and systematic prosecution of duties, which are divided between the crew.

At places where bundles of *Journals* are to be dropped, on which the ink is scarcely dry, the package is ready and waiting and the agents receive them as the car glides past.

There is no doubt that the *Journal* has found the solution of the problem confronting morning newspapers that desire to send their publications into outlying territory which could not be reached by steam and electric roads, owing to no service being given in the early hours, and the auto car so satisfactorily established here will be copied extensively throughout the country.

That Dayton has a newspaper of so enterprising a character is evidently appreciated by the citizens of this city and surrounding territory, as the circulation lists are growing with great rapidity.

At 2:45 a. m. the car is brought from the Miami Motor Company's garage on East Second street and placed on the People's Railway track at Jefferson and Second streets, where it awaits the loading for the trip. Boys with carts hustle the papers from the *Journal's* circulation department to the car. Springfield is loaded first, then Urbana, Xenia, Yellow Springs, Goes, West Liberty, New Carlisle Mail, Medway, New Carlisle, Osborn, Fairfield and Harshman in order named, so that the man in charge can handle without confusion as the car speeds on the run.

* * *

Editor and Proprietor H. B. Varner took occasion to celebrate the meeting of the old soldiers in his city by adding special and attractive features to the issue of his paper, the Lexington, N. C., *Dispatch,* on the day preceding. He not only gave war incidents of "The Stirring Times of the Sixties" and an interesting account by a Lexington veteran of "A Visit to Old Battlefields," but he took occasion to present an interesting account of the nearby city of Thomasville, largely served by his paper, and to describe her industries and to speak of her leading citizens in articles ably written, and well illustrated with excellent half tones of views, buildings and portraits.

His welcome to the veterans expressed sentiments common to both the North and the South and might have been as fittingly printed in a city of Massachusetts as a welcome to those who wore the Blue as in a North Carolina city as a welcome to those who wore the Gray. He said:

The old soldier will be with us to-morrow. To say that all men, women and children are glad to welcome him in our midst, and that all wish him a jolly, merry, happy reunion is only saying what everybody knows. The old soldier occupies a warm and tender place in all our hearts. On a hundred fields of carnage he won his place among the bravest of the brave and engraved his name high on the roll of honor. History will take care of his name and his fame. But it is up to us to see to it that what few days he sojourns among us are made pleasant and as free from care as it is possible for us to do. Long live the old soldier!

* * *

For the past five months, or ever since the National Editorial Association convention at Guthrie, the hundreds of papers of the members, if not special issues, have presented the special feature of interesting stories of travel by the editors in the "boundless West" of their own country. The Pittsfield, Maine, *Advertiser,* by Louis O. Haskell, is one of the many papers that has given full scope to the accounts and called forth the best descriptive powers of the editor.

* * *

The Petoskey, Michigan, *Evening News* celebrated in its issue of Oct. 22 by a description of its well arranged, elegant new building, planned and constructed especially to accommodate the business of the two newspapers, the *News* and *The Independent,* and printing office. The building is flatiron in shape, but very conveniently arranged, as will be understood from the following description that will be helpful by way of suggestions, in the arrangements of other offices:

Across the short end of the building have been arranged the business office, editorial rooms, etc. The corner entrance into a lobby around the counter ends in a hall that extends back to the other parts of the building. First comes the business office proper, then the proprietor's private apartment, and then the editorial room. According to the arrangement, this places the head of the concern in touch with the business transactions, as well as being handy to dictate the editorial policy of the papers. All of these rooms are small, but convenient and well lighted and ventilated.

Across the hall from the proprietor's office is an entrance into the mechanical department. This is a large airy room with three sides. As above mentioned, the one side is mostly glass

The Manawater Gorge, one of the beauty spots of New Zealand.

and there is a skylight in the opposite corner, so that there is not a dark spot in the whole place. Cases in any part of the room have ample light to see to work on. The job presses are located in the narrow end, which is very convenient therefor.

A large and convenient apartment for flat and ruled paper stock, with sufficient space for large quantities, has been located in the extreme back corner of the building on this floor, easy of access from the mechanical department. It is also large enough for the paper cutter and stapling machine in addition to the stock. A large window supplies light and ventilation.

The basement is under the entire building and is about the best part of the shop. The newspaper press, folder, and motor are down here, and as the basement is only half under ground and the other half well filled with windows it is also light and airy. Besides the machinery there is storage room for print paper by the car load, as well as the heating plant, coal bins and closets and the hot water connections for the wash sinks on both floors. There is not a foot of unoccupied space, yet at the same time nothing is crowded.

The building is entirely of brick, heated by steam, and lighted by electricity.

* * *

The *Daily Freeman,* of Belleville, Kansas, celebrated its fifth anniversary November 9 with a special edition of twenty-four pages. These early anniversaries have a zest that may be in a measure lost in the later years when time has dulled the zeal of the conflict.

The editor says:

It was five years ago this week that the writer drove in from Republic City. It was not without an effort that we left that good old town. Near there we were born, and there we had earned our first money by selling catfish fresh from the turbid waters of the White Rock creek; there our mother had spent the best years of her life for our sake, and it looked as though we were a little ungrateful to pull up and leave. Partly on this account and partly because of some fear of attempting

to run a paper in Belleville we rather hesitated in coming here. However, we mustered up the required courage, and we are mighty glad of it. We will tell you a few of the reasons why.

He then proceeds to recount the incidents of a most gratifying success, indicated by a threefold increase in circulation, by nine times more job work, five times as much advertising, and a most gratifying development and betterment of the town through every man, woman and child adding their might of effort for improvement.

The first page contains interior views of the office and a portrait group of bright, intelligent, strong, sweet faced boys and girls and men and women, who constitute the office force. In looking on their pleasantly pictured, happy, healthy countenances, we have felt a desire to grasp the hands of the originals with a sincere God bless you, and even to impart a more endearing and fatherly salutation to the girls. Not only is the office illustrated, but the town and country are lovingly written up, the editor declaring in his enthusiasm, "We feel about the town as we feel about the country, that there is not a place in Kansas where the sun shines brighter, none where the physical, spiritual and moral atmosphere is purer."

The first plan was to issue only a twelve-page paper, but it grew, through liberal advertising patronage and the accumulation of matter, illustrations and portraits into the twenty-four pages. Everything grows in Kansas when backed by intelligent industry and enterprise.

* * *

The Chickasha, I. T., *Daily Star* has the special feature of running at the top of the two center columns of its first page, every day, an inspiring sentiment, set in the form of a double column card with a neat border and in smaller type than that of the body of the paper. The sentiment for November 16 is very appropriate to this anniversary time of the year when every one is expected to take a retrospective view of life. It is as follows:

"Forget not the dreams and aspirations of youth." Youth's golden dreams and aspirations have not all been realized, but the memory of youth's sweet visions keeps in sight the beautiful star of hope, while clinging to the youthful aspirations blazes the way to a bright old age full of sweet expectations for life's brief future. Youthful memories and aspirations conspire with ripe experience to attain a lovely, youthful old age. Old age is honorable, and, adorned with Christian virtues and youthful attributes, is attractive and instructive.

Remember the dreams and aspirations of thy youth.

* * *

The Mansfield, Ohio, *News* recently scored a decided victory in an alleged libel suit for $20,000, brought by L. C. Mengert, a defeated candidate for common pleas judge, the court instructing the jury that criticism without malice is privileged by the press. The public has the right to know as to the honesty, integrity and the fitness of a candidate for office; that only through the freedom of an honest newspaper can this information be obtained. The jury was about evenly divided politically. The *News* is one of the prominent dailies of Ohio, edited and published by the Hon. W. S. Cappeller, well known as past president of the National Editorial Association and prominent in newspaper and political circles.

* * *

The fact that four great Indian reservations are soon to be opened for settlement is immediately responsible for bringing into existence *The Western Homeseeker*, a bright, newsy, illustrated magazine published at Missoula, Montana.

But, while *The Homeseeker* aims to give much desire information concerning reservation openings, its field is a much larger one. With profuse illustrations it discusses live topics of interest to those seeking opportunities in the Great West, whether it be concerning cheap lands under government irrigation projects, stock raising, intensive and extensive farming, or mining.

This new magazine is unique in its character and practically has a great field to itself. Its future success seems to be limited only by its fidelity to its high aims and ambitions. Everywhere men and women are seeking knowledge of the West. If *The Homeseeker* is able to give this desired information, it will assuredly be in demand. The subscription price of $1.50 per year is moderate. It can be ordered through the newsdealers or direct from The Homeseeker Publishing Company, Missoula, Montana.

¶

THREE COLOR PRINTING IN JAPAN.

A traveller in Japan, E. R. Pencock, of Melbourne, Australia, tells in the *British Printer*, of primitive hand printing in colors which he witnessed in the Flowery Kingdom:—

"Walking along a narrow street in an inland town in Japan I came upon an old-time Japanese printing office, and was interested in the curious methods adopted to get very remarkable results. This shop, about twelve feet square, was open right to the street, and the printer was a young man with scanty attire, but bright, happy face and courteous manners. The family were in an adjoining room, with but a partition between, and the chatter and laughter went on all the time. The job in hand was evidently a stock wrapper, printed in gold and three colors, one printing producing a rainbow effect. After watching for some time I tried to enter into conversation with the printer, but he could not speak English, and I could not talk Japanese. However, I went in and looked at the work, examining the plant and process in detail.

"There were no type or type cases. The printing was all done from wood blocks. The design was evidently originally drawn out, the various colors separated, and each color engraved on different parts of the same block, about 11x15 inches both sides being used. The printer, squat on the floor, held the block between his knees, slanting from the floor to his chest; he applied the ink, which was semi-fluid, with a brush, laid his sheet to lay-marks on the block, and took his impression by rubbing the back of the paper with a round, flat disc, in somewhat the same way as engravers take their proofs. In different parts of the block were the engravings for the different colors. While the gold was being printed the other parts had a piece of paper stuck over them to prevent them printing, and so skillfully was the inking done that very little got beyond the actual printing limit. The disc with which the impression was taken was made of wood, with a piece of bamboo bark drawn over and fastened at the back in such a way as to form a handle. I asked permission to try my hand at printing, which was granted, to the unbounded merriment of the whole family at my expense. I got a price for one thousand wrappers, three yen ($1.50). The conversation was carried on largely by dumb show, with remarkable alertness on the part of the printer. Then I offered to buy the plant and got the whole outfit for the ridiculous sum of two yen ($1.00)."

* * *

The Southern Indiana Press Association at its recent meeting in Indianapolis elected officers as follows: President, W. M. Moss, of the Linton *Call;* vice-president, W. W. Aikens, Franklin *Star;* secretary, James Caskey, Greensburg *News;* treasurer, C. W. Thomas, Corydon *Democrat.* The association will hold a meeting next summer at Winona, at the time the national association meets at Indianapolis. It is likely that the delegates to the national meeting will spend a day at Winona. Delegates to the national association were named as follows: J. N. Marsh, Columbus; John J. Wingate, Shelbyville; Luther Short, Franklin; William M. Moss and C. W. Thomas.

* * *

One of the biggest factors in business success is in giving satisfaction.—*General Merchants' Review.*

It is the same in newspaper making.

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Manuscript sent in for publication must be accompanied by a letter of explanation and return postage.

CHICAGO, DECEMBER, 1905

Christmas time has come to enter more and more into the lives of all the people with the thoughtful giving, the reunions, festivities and good will. It is a time of the year for the newspaper to review the past with all its lessons and to cast a hopeful, helpful look ahead.

* * *

The past year has been one of great prosperity in all temporal things throughout this whole land, but it has not been without its unpleasant lessons.

* * *

There have been more revelations, seemingly at least, than ever before of the greed and dishonor of men in high positions. Fearful has been the ruin of reputations and the destruction of the confidence of the people in institutions and organizations that had come to be looked upon as semi-benevolent and almost sacred.

* * *

There has been a wonderful amount of housecleaning going on in corporations, in financial, eleemosynary and other concerns as well as in political and governmental affairs, till the heart has sometimes grown sick over accumulated filth revealed and the unveiled perfidy and dishonor and until the people have felt like crying out with the Psalmist of old, "There is none that doeth good." Yet this has been largely only in the revealing, not in the increase of wrong doing. A people is never stronger than when engaged, boldly, in searching out and righting wrongs.

* * *

A great deal of wrong has come from the letting go of the higher ideals; from the folly of the fool "who hath said in his heart there is no God," no retribution, no accountability; from forgetting all that the Christmas of the Christian means, as to the brotherhood of man and the Fatherhood of God, of the supreme obligation and happiness of service, helpful work, love and mercy.

* * *

There has been too much of seeking after the false and fictitious, after ease, pelf and place that can bring neither contentment or happiness, instead of seeking after the proper use or administration of these.

* * *

We do not intend to trench on the domain of theology or religion, but, to our way of thinking, there has been too much of questioning as to historical verities and accuracies and too little delving for the eternal truths that affect men's lives and that are found on every page of the Scriptures and in the lives, writings, speeches and teachings of all our truly great men—our great editors, scholars, divines and statesmen. We have picked flaws in the narratives instead of studying the great eternal verities which they teach, or, on the other hand, men have been content to seek the propitiation of Heaven, justice and their own conscience with formalism, ascriptions of praise, vain repetitions and professions; with a religion of show, a mixture of paganism, old, exploded Judaism or Phariseeism and the worship of fine words, fine clothes and rich jewelry; ornamental temples, music, high places in the synagogues, social positions—rather than the true worship in spirit and in truth of a God whose attributes as revealed to men, are love and righteousness, both to be sought, first and alone, in the secret closet of the heart—and whose service is to do right, to make others happy and one's own self better, in all humility, purity, truthfulness, healthfulness and helpfulness, avoiding all cruelty, imposition, unfairness, vain pride, wantonness or lasciviousness, avarice and unworthy lust for power, malice, envy, covetousness and filthy concupiscence that walketh in darkness, keeping the mind, imagination, memory, the body and soul clean and wholesome, shunning vile communications, the winking at sin and even the very appearance of evil.

* * *

The manly, open struggle against wrongs shows the old ideals are not dead, that men still love justice and right instead of injustice.

And what a field has been opened to the free and independent press, whose interest, as well as duty, must be ever found to be on the side of right. The wrong doers are many but they are vastly outnumbered by those who must suffer from wrongs and the newspaper's success and well being must ever rest with the great majority. Doubtless some newspapers have been influenced by bribes and the desire for gain and the good will and support of the strong and rich, but these have not been able to fool the great majority for long and have justly, in the end, suffered for their perfidy.

On the whole the American newspapers have stood for that which is right, worthy and of good report, have often, regardless of friendship or present power or reward, condemned the wrong doer and such newspapers have grown stronger through every such condemnation.

* * *

We had written the foregoing paragraphs as containing matters appropriate for the consideration of all and especially of newspaper makers—who undertake to inform, warn and instruct and should do these intelligently and conscientiously—in this last month of the great and eventful year of 1905, at this Christmas time, of goodness and good works, when the Chicago *Evening Post* reached our desk, containing the article, by ex-President Grover Cleveland (sent by special dispatch) from the December issue of *Harper's Monthly Magazine,* on "The Integrity of American Character."

Ex-President Cleveland says in his "Arraignment":

"The departures of the American people from the way originally ordained for them were never so common and never so disquieting as now.

"In official circles offenses of malfeasance and corrupt breaches of trust are alarmingly frequent.

"The old landmarks of integrity and faithfulness to duty which once indicated our nation's course of safety are rashly neglected.

"Public extravagance no longer universally condemned is flaunted before our people as evidence of the splendor of our nationality.

"In business and social circles the pursuit of money has become heartless and rapacious; the deference to those who have won great fortunes has grown in many quarters to be so unquestioning and so obsequious as to amount to scandalous servility.

"The envy of the rich among the struggling poor is more than ever bitter and menacing.

"In politics there is far too often concealed behind a pretense of devotion to the public weal the sly promotion of disreputable, selfish and personal advantages.

"In the industrial field there is no longer found the generous and contented co-operation between employer and employe which should insure the prosperity and happiness of both.

"In addition to all this there is sadly apparent among those who undertake trusteeship a tendency to complacently venture upon bold and rank violations of duty, only explained by the prevalence of lax and flippant conceptions of the sacredness of fiduciary obligations."

In his "Defense" he shows how these evils are being counteracted and condemned, and then draws the "Conclusion" that

"The American character has received no disabling wound or hurts. It can be relied upon to save our institutions, if its moral fiber is not further weakened by the creeping corrosion of greed or wicked neglect. And these cannot occur if the masses of the American people are watchful, faithful to their great trust and in all things patriotic."

* * *

Mr. Cleveland's mistake is only in presuming or implying that these evils are recent in their origin. We know of none of them that have not been shown to have existed for thirty years and those who are old enough to recall the first campaign of Mr. Cleveland and Mr. Blaine, will remember that the moral turpitude or lack of virtue on the part of one candidate and the "Casting an anchor to windward" or political chicanery on the part of the other candidate, were made leading issues. No presidential campaign since has ever been filled with such personalities, such charges of grossness and corruption.

The hopeful condition, now, is that the wrongs existing for a third of a century are being exposed and punished and the evils are being remedied.

* * *

We do not believe in over-praising any one man, nor do we wish in any sense to be partizan, but we believe that the whole American people have come to recognize the fact that not only unearthing, but removing the evils that have existed for three decades or more, is largely to be credited to the fact that a leader has, at last, been found, in Theodore Roosevelt, pure in life and honest in purpose and as brave as he is true, loyal and patriotic.

Neither honor, virtue or love of country was dead, but no one came, without stain, whose purposes, backed by a consistent life, all could trust. Virtue slept until the prince of honor came and then she awoke.

One true leader aroused others, so that now all over the country injustice, corruption, graft and political chicanery, dishonest greed and dishonor are fearlessly, persistently and victoriously assailed by bold, chivalric, unyielding champions of right and duty.

* * *

Let all the people rejoice and take heart for these are not the beginnings of wrong doing but the endings. Things are better and not worse. To say that evils are growing, when only they are being exposed and made impossible in the future, is only to discourage, yet these times and the experience of the past reinforce the fact that eternal diligence is the price of liberty and good government and of all else that is good, true and worthy. Let every editor, every man connected with the free, untrammeled, independent American press, do his duty.

REVIEW OF JOB WORK

BY E. S. HANSON, CHICAGO, ILL.

Address all Communications for this Department to
E. S. Hanson, 1524 E. Ravenswood Park, Chicago, Ills.

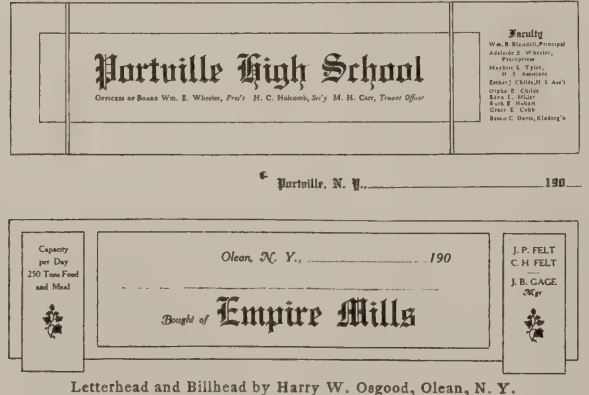
Christmas is coming—with its joys and good cheer, its ringing of bells and its shimmer of gaily decked Christmas trees. And to the job printer it is coming with its increase of work—its invitations, and programs, and gift folders, and all the nice things which crowd on one at this time of year. Make them breathe the spirit of the season. Perhaps you had better get a few new fonts of type, or a new border, or two or three seasonable ornaments. They will give your work a freshness not possessed by that which "the other fellow" turns out. Someone is sure to ask for a Christmas cut or ornament, and you may have to confess that the only thing you have is that old picture of Santa Claus and his reindeer on the housetop, which belonged to classic antiquity when you yourself were young enough to believe in a Santa Claus. Get ready for this work. "Preparedness" is a good word for the printshop, as everywhere else.

It is with pleasure that the faces of some of our contributors are shown in this number. These will help us to know each other a little better, and I trust will eventually lead to an even closer acquaintance. Others of our friends will appear from time to time.

I am thankful to the contributors to this department for many helpful suggestions, some of which are already being worked into these pages, to their decided betterment. All such will be gladly received at any time.

I am receiving occasional requests for samples of work, some of them without even a stamp for return postage. I have on hand a large number of specimens which I shall be glad to send out, but must ask that 10 cents be enclosed for postage and the work of sending them.

Some of our friends are also asking me to send them special criticisms and advice by mail. In some cases they have asked me to send a bill for this work, but I have not done so. I am glad to do this work, glad that you are sufficiently interested to ask me to do it. But you can readily



Letterhead and Billhead by Harry W. Osgood, Olean, N. Y.

see that this does not come under the work required of me by the editor of this magazine, and I shall therefore have to ask a small fee for each such service—just enough to cover the actual time spent in your behalf. So if I can help you in this way at any time, kindly send 25 cents with each letterhead or other such small job, and 50 cents for each booklet or work of similar character. This will include a redesigning of the job if such is necessary.

Prize Contest in Job Composition.

It gives me pleasure to announce definitely a contest in job composition, brief mention of which was made last month. And in conformity with the suggestion of one of my correspondents, the subject on which we will center our attention will be a letterhead. No "copy" will be furnished for this contest—just do your very best with every letterhead which comes into your hands between now and the time for the contest to close, and then send us the one or ones which are in your opinion the best.

The following rules will govern the contest:

1. Specimens must be printed on white paper.
2. Not more than two colors of ink must be used.
3. A complete black print must accompany each color job, also a black print of each color.
4. Specimens must reach the editor of this department not later than January 25, 1906.
5. Competition is open to all who wish to enter.
6. A competitor may submit as many specimens as he chooses, but not more than one prize will be awarded to one person.

These rules, I think, cover all the points necessary to be known, and I cannot undertake to enter into any correspondence with reference thereto. Let your specimen be a letterhead for a business man, a professional man, a school or college, or anything you choose, with much or little matter, as it happens to be. But having chosen, let the work be in harmony with the man or institution which it represents; for the judges will try so far as they can, to judge the work from the standpoint, not of the critic of the printing art, but from the standpoint of the man for whom the work is done. The customer is the man to be pleased; and we must please him, whether the result conforms to all our artistic canons or not. And to this end of finding out in a measure what the customer wants, I shall secure as judges of this contest, not men who make printed matter, but men who buy it—business and profesional men who are spending large amounts of money for printing, and who insist that it shall be so effective as to represent them well and bring the greatest possible returns for their outlay. They will not be easy men to satisfy, I promise you. Some of them will be men whose bills for alterations run up at times to almost as much as the original composition; but when a proof receives their final "O. K." you can depend upon it that the job is going to have backbone enough to make its own way in the world. We shall ask each judge to give our readers a brief criticism of the work, and to tell just why they make the selections they do. The names of the judges will be announced in the January number.

And now for the prizes. The distinction of winning the approval of such discriminating men will of course be the chiefest thing to work for; and yet we want the successful

contestants to have something more tangible as a memento of victory, and therefore will give the following:

First Prize—One 15-inch Rouse job stick, nickel plated, and engraved with the name of the winner.

Second Prize—One 8-inch Rouse job stick, nickel plated, and engraved with the name of the winner.

Third Prize—One set of composing rules in case.

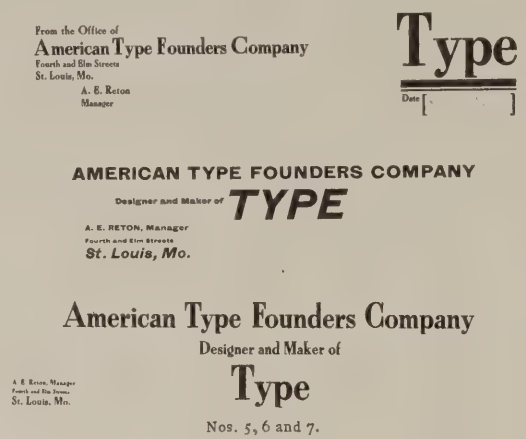
This contest should bring in a large number of specimens, and should be the means of developing a great amount of typographic talent. There is perhaps not an office in the land which will not have several letterhead jobs between now and the 25th of January; do your best on the ones you get, and send them in.

A number of our readers have no doubt seen several different specimen sheets recently issued by the American Type Founders Company, each under the title of "A Portfolio of Letter Heads." They are all interesting specimens of composition, and we are showing a large number of them, all of

Nos. 1, 2, 3 and 4.

which in the original are in a uniform ink color scheme of black and orange. They vary through many widely divergent styles of typography, and there is not one but has features which give it individuality and make it of interest to the type artist; yet I think I am safe in saying that there is not one in the lot which the American people would care to adopt as a permanent letterhead. Of course it is not in line with the business policy of a type foundry to stick to one invariable style of printed matter, as many firms do, and for that reason the foundry can take larger license and use to advantage a few thousand heads of a design which for a steady diet would prove nauseating. And while I am on this subject I might say that many other business men might adopt the foundry system of frequent change of design with advantage. I know it is the theory that the letterhead comes to be a part of the firm's identity; and acting upon this theory, many a house sends out printing in the typography of twenty-five years ago, printed from an old plate that is battered and rounded off from long usage, and the result is that the up-to-date man suspects the goods and business methods of the firm may also savor of the long ago.

No. 1 is one of the most harmonious samples in the lot. It is a distinctly old style effect, the rule at the top, the Bewick Roman and the Della Robbia initial, all admirably carrying out the one idea, and giving the head a unity which some of the others do not possess. The word "Type" is in

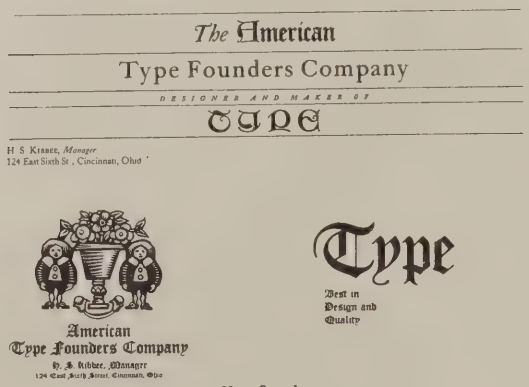


Nos. 5, 6 and 7.

orange, and the initial in the two colors. The same type is also used on No. 4, and on this one the inner border alone is in orange. And by the way, these are serviceable metal borders, not showing the rounding effects of long use. The unequal margins inside the center panel are to me a serious detraction from the beauty of this specimen.

No. 2 is a pretty showing of Flemish Black, though there is nothing gained in strength or beauty by having the word "American" in a different color from the rest of the job. This is not the case in No. 3, the word "Type" on each side in orange lending distinction to a job which many printers might otherwise condemn. In this head the ornaments may in truth be said to occupy the center of the stage. We doubt if anyone except the dealer in ornaments would care to have so large and conspicuous a sample dividing the two parts of the firm name.

In Nos. 5 and 7 we again find the Bewick Roman, and in No. 6 the Modern Gothic No. 4 and italic. These three all have the initials of the corporate name in orange. The effect

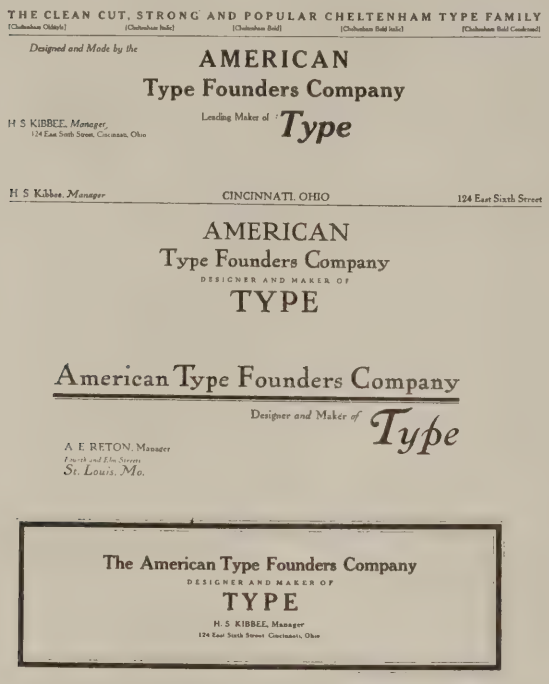


Nos. 8 and 9.

is fairly satisfactory except in No. 6, where the letters are all of the same size; the initials in a lighter color than the remainder of the word, look smaller than the other letters, as will always be found to be the case, and such a combination should always be avoided. Nos. 8 and 9 are two designs of a decided Bradleyesque trend. The first has the rules in orange and the second the one large initial.

The next four designs show two each of Cheltenham and Pabst Old Style. The first two have the same characteristic as

several of the other designs—the word "American" in a larger type than the rest of the name. For myself I prefer the style shown in the two latter designs, and I believe this is demanded by a large majority of business men. No. 11, with its line at the top above the rule, furnishes a new idea which can sometimes be used to advantage. No. 10 has the rule and



Nos. 10, 11, 12 and 13.

the word "Type" in orange; No. 11 has the word "American" and the initials of the other words in the name; Nos. 12 and 13 have the rules only.

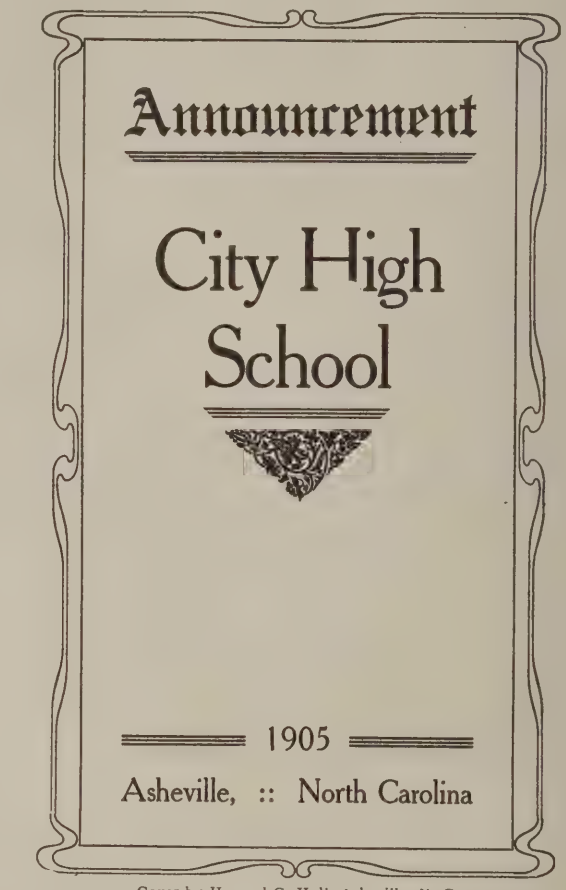
Nos. 14 and 15 are two creations in Old English, the latter with Dutch initials in orange. It is not easy to see why the top line should be set in the open, unless it be merely to display the letter. No. 14 has the rule in orange. The two words on the ends in black look somewhat bold for the rest of the head. I should like to try this with the rule—somewhat narrower, of course—in black, and the two large words

Nos. 14 and 15.

in orange. But I might not like it—one cannot always tell until the actual experiment is made. It would be interesting to know just how much experimenting, changing, rearranging—a cardboard here, a half-point space there—was done on all these specimens before the pressman got his final "O. K." There was lots of it, I'll warrant. But that is the way the printer attains unto perfection.

Rex H. Lampman, Neche, N. D., writes us an encouraging letter—encouraging because it shows that he has given close attention to the criticisms of this department, and has tried to profit by them. He is resetting some jobs accordingly, and I trust we may have the pleasure of comparing them.

And right here might be as good a place as any to say a word about the words of criticism which this department contains. While they come from some years of experience, and some study of the laws of design, they are not given as infallible, and I do not want anyone to consider them as such. Their only aim is to assist in developing original genius among those who read them—not to crowd out such genius by insisting upon certain hard-and-fast rules. The varying styles which even the youngest of us have seen come and go prove conclusively that there are no hard-and-fast rules which may not be disregarded if a man has sufficient force of artistic talent to give the people something else which they are willing to accept. "That seems to sound very well," said a friend to Mozart, in commenting on an unusual measure in one of the great composer's works, "but do the laws of harmony allow it?" "I allow it," answered Mozart; and for him that settled the matter. And so I would not have anyone follow blindly these suggestions. If they meet with your approval, well and good; but the main thing is that you grasp the underlying principle of design which prompts the criticism, and then you can apply it for yourself in a hundred ways. This little homily does not apply especially to you, Bro.



Cover by Howard C. Hull, Asheville, N. C.

Lampman, I know; but it came into my thought while reading your letter.

Mr. Lampman sends in some more specimens—creditable, all of them. While some may be a little better than others, there is not one that I should not be satisfied with, were I a man in business.

Ye Chipman Printery, Poland, Me.—This is the first work I have seen from this noted shop since taking charge of the

F. D. TRUE, PRES. H. W. RICKER, VICE-PRES. C. L. KEENE, SEC'Y
A. B. RICKER, TREAS. E. P. RICKER, B. M. FERNALD
DIRECTORS

THE POLAND DAIRY COMPANY
MANUFACTURERS OF
FINEST GRADE
CREAMERY BUTTER

PRESENTED BY
J. W. MITCHELL POLAND, MAINE.

department, and it is indeed a pleasure. I trust we shall not have long to wait for more. The neat business cards shown herewith are in black and red.

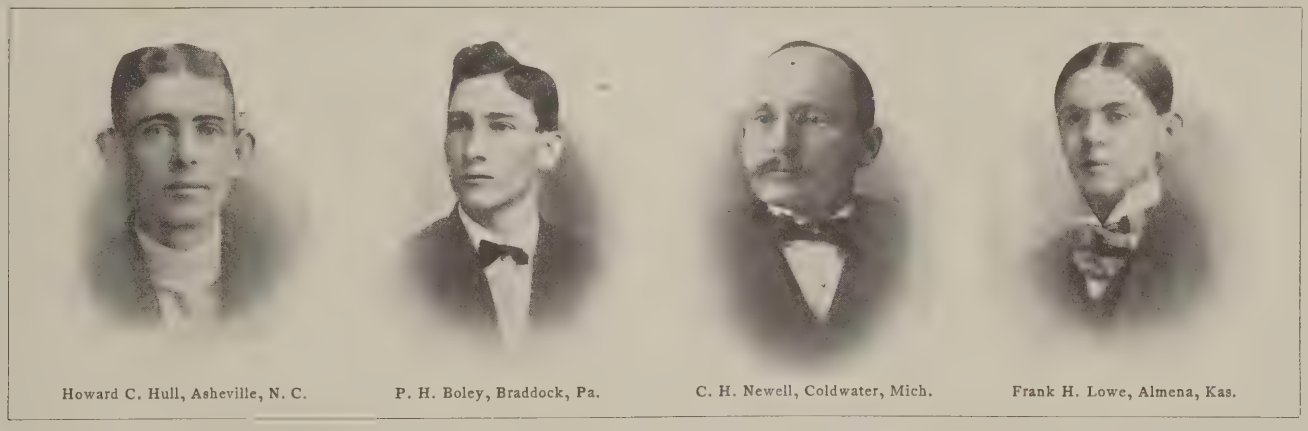
mens. They are not your first work, by any means, though they are the first you have sent us. Their most noticeable defect is a superfluity of points.

Farms and City Property C. E. LOWE Fire and Tornado Insurance
Real Estate and Insurance
Almena, Kansas.

Frank H. Lowe, Almena, Kansas.—Letterheads and envelopes very neat. I prefer a straight rule or a very fine dotted rule for a date line.

A. K. Ness, Cheboygan, Mich., is entitled to an apology from the makeup man for the omission of the credit for two specimens in the October number. Better turn to page 698 in your file and write Mr. Ness's name under the two letterheads at the top of the page. They are too good to be allowed to pass with anonymous authorship. And for two other errors on the same page we also crave indulgence. Another printer now wields our make-up rule.

Erwin B. Ault, Toledo, Ohio.—Several specimens of tastefully plain envelope composition. The catalogue envelope is especially commendable.



Howard C. Hull, Asheville, N. C. P. H. Boley, Braddock, Pa. C. H. Newell, Coldwater, Mich. Frank H. Lowe, Almena, Kas.

C. H. Newell, Coldwater, Mich.—Mr. Newell says that his principal business is running a newspaper, though the samples sent show that he could capture a large share of the best job work of his town if he cared to do so. The lot includes some stationery for his own office (in colors which will not reproduce satisfactorily) and a little booklet of styles for

The Barnes-Crosby Company has just issued an attractive booklet entitled "12 Ads." And they are real ones, too—some which this company has designed and engraved for leading advertisers of the country. They have all the originality, artistic touch and perfection of detail for which the Barnes-Crosby Company is noted.

ESTABLISHED 1888
Bernard & Bernard
Barristers, Solicitors, Notaries, Etc.
CALGARY, ALBERTA,
CANADA
W. L. BERNARD M. C. BERNARD

MODERN
DENTISTRY
Dr. H. E. VanHorne
38 WEST 26TH ST., N. Y.
IMPROVED TOOTH CROWNS
TEETH WITHOUT PLATES

Cards from Ye Chipman Printery, Poland, Maine.

card composition. This latter, in composition and presswork, is equal to many such a job sent out by the foundries. The only suggestion I would make is the omission of points from the "At Home" cards.

P. H. Boley, with Quinn Printing Company, Braddock, Pa.—Am glad to see you getting started to sending in speci-

The Bay City Press, Oakland, Cal.—I am showing herewith four of your business cards. While they all have points of excellence, there is not one which could be chosen as a perfect model to be followed in other work of this class. The Dr. Avery card perhaps comes nearest to it. It presents the oft-encountered problem of getting a large amount of matter on a small card. The only change I would suggest would be

to close up the space between the lines at top and bottom, thus allowing the lines in center to stand out more prominently. In fact the undue prominence of the lesser points is a fault of all these cards. Take the one for your own firm. The telephone number, the address and the name of the representative are all so large as to allow the attention to center on

GRADUATE OF
AMERICAN SCHOOL OF OSTEOPATHY
KIRKSVILLE, MO.

DR. FRANK H. AVERY
601-2 UNION SAVINGS BANK BUILDING
OAKLAND

HOURS
9 TO 12 AND 2 TO 4

PHONES
OFFICE, OAKLAND 2545
RESIDENCE, OAKLAND 5661

LOUIS KREISS
DEALER IN
FANCY GROCERIES, FLOUR, HAMS, BACON, LARD, ETC., ETC.
TELEPHONE, OAKLAND 1638
502 Telegraph Avenue, Corner Hobart
OAKLAND, CALIFORNIA

Phone, Oakland 1799

FRANK P. HOLMES
Shingler and
Contractor

Our Motto: Neatness and Dispatch

1104½ SAN PABLO AVE. OAKLAND

Phone Red 8531

THE BAY CITY PRESS
PRINTERS AND
PUBLISHERS
All Kinds of Job Printing. Fine Commercial and Society Work.

530 Telegraph Avenue
Oakland, Cal.

Represented By
L. S. CRON

no one thing. The two rules are very much out of place on the Holmes card. If this motto were put in two lines in the upper right hand corner, the name and occupation could be dropped down to the center, making a much better effect. The Kreiss card is really not a card at all, but an advertisement, and even as such it has much to be desired. The location is as prominent as the goods in which the man deals, and the telephone number almost as prominent as either. The spacing, both between words and between lines, needs a thorough overhauling, and even for an advertisement the border is much too heavy for the space occupied. Your billhead is a fairly neat piece of work.

Howard C. Hull, Asheville, N. C.—A large number of jobs—good, as usual. Mr. Hull seems to take especial delight

HOLMAN
CHRISTIAN
UNIVERSITY

Announcement

Second Session
Sept. 25 — June 1

BLACK MOUNTAIN
NORTH CAROLINA :: U. S. A.

in a cover page, and he has produced some really effective creations. We show two of them.

Harry W. Osgood, Olean, N. Y.—The only one of your jobs I can criticise is the organ recital program. The panels at the side look as though they were not a part of the original design, but were added later, to provide for a change in the size of the stock. The ornament is also a little too large, unless it were printed in a softer color. The other pieces of work are very tasty. I wish I had room for more than two of them.

A PASS INCIDENT OF PAST YEARS.

The following which we find in the *Stationer and Printer* of New York could easily have happened twenty years ago, but not in this day of the reformed newspaper:—

A certain Western lawyer who stood a good chance of starving to death decided to go East again. Without any money he got into a train for Nashville, Tenn., intending to seek employment as reporter on one of the daily newspapers. When the conductor called for his ticket he said: "I am on the staff of ——, of Nashville; I suppose you will pass me?" The conductor looked at him sharply. "The editor of that paper is in the smoker. Come with me. If he identiles you, all right." He followed the conductor into the smoker; the situation was explained. Mr. Editor said: "Oh, yes, I recognize him as one of the staff; it is all right." Before leaving the train the lawyer again sought the editor. "Why did you say you recognized me? I'm not on your paper." "I'm not the editor either. I'm traveling on his pass, and was scared to death lest you should give me away."

* * *

Your kindly mention of my efforts has been the subject for favorable comment by several North Dakota newspapers.

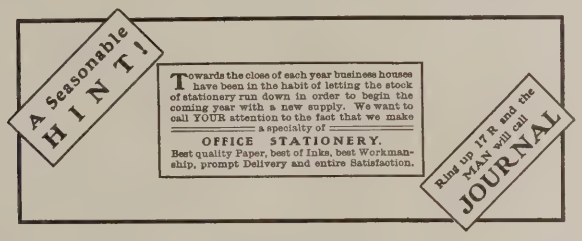
REX H. LAMPMAN,
Neche, N. D.

MORE WORK THROUGH PUBLICITY

BY HARRY A. WOODWORTH

Address all Communications for this Department to
349 Jarvis Street, Toronto, Canada

I WAS beginning to wonder what had become of John Hebrank, of Highland, Ill., but he writes that he has been having trouble with his vermiform appendix. He sends me a job (No. 1) with a panel-scheme which is out of the ordinary and is especially attractive. I am sorry to hear of Mr. Hebrank's illness, but am glad he is now feeling "both good and fine," as he writes. His work shows that he has not lost in skill by means of his rest. The rules of the

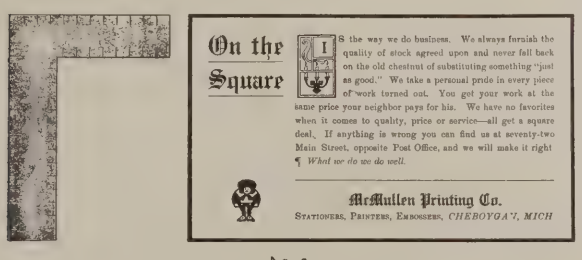

A Seasonable H I N T !
Towards the close of each year business houses have been in the habit of letting the stock of stationery run down in order to begin the coming year with a new supply. We want to call YOUR attention to the fact that we make a specialty of
OFFICE STATIONERY.
Best quality Paper, best of Inks, best Workmanship, prompt Delivery and entire Satisfaction.
Ring up 17 R. and the MAN will call JOURNAL

No. 1

oblong panels and the line "Office Stationery" are in red. The balance is in black. The effect is that of two cards lying on the blotter.

* * *

Arthur K. Ness, with the McMulen Company, Cheboygan, Mich., still manages to think up mightily attractive printed matter. The blotter reproduced as No. 2 has the square in aluminum, the divisions and outline being black. The outer


On the Square
IS the way we do business. We always furnish the quality of stock agreed upon and never fall back on the old chestnut of substituting something "just as good." We take a personal pride in every piece of work turned out. You get your work at the same price your neighbor pays for his. We have no favorites when it comes to quality, price or service—all get a square deal. If anything is wrong you can find us at seventy-two Main Street, opposite Post Office, and we will make it right
¶ What we do we do well.
McMullen Printing Co.
STATIONERS, PRINTERS, EMBOSSERS, CHEBOYGAN, MICH

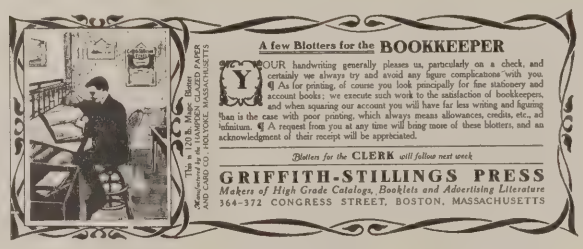
No. 2

rules are in the two colors, as is the Mission Toy. The initial is black, the initial piece green. This is certainly a job that will attract.

* * *

I have not reproduced much of the Poland brand of printing for some time. But I want to congratulate Mr. Chipman very much on his choice of specimens which he submitted a few weeks ago. They are in a new style, and are, to my mind, about the most tasteful things I have had from Mr. Chipman; and that is saying much. I am reproducing a blotter which Mr. Chipman sent me last summer. The mountains are of the lavender hue which is said to prevail in the West. The coat and the skirt (and incidentally the stock of the woman's rifle) are in green. Mr. Chipman writes that the color-blocks in the cut were home-made from patent leather. It was a pretty good job; only I should like to have seen the stock of the gun in, say, the lavender, as the job is in perfect register.

Mr. J. Eveleth Griffith, of the Griffith-Stillings Press, Baston, wrote me a very pleasant letter in respect to the folder I reviewed in a late issue, and sent me some of the most interest- and attractive follow-up matter I have ever seen. I think he said that he found it was bringing good results. There were a series of blotters in envelopes addressed in this way: "For the President," "For the Vice-President," etc. There were blotters for the superintendent, the secretary, the advertising manager, the clerk, the book-keeper, the stenographer and the office boy. Everybody was included, with the exception of the janitor, the scrubwoman and the cat. Other printed matter was enclosed with each blotter, but these did not seem to be especially applicable to the person addressed, though any one of them ought to be interested in these beautiful circulars. The first blotter sent out announced: "We shall mail during successive weeks, with our compliments and best wishes, individual booklets for your entire office family." Each succeeding blotter was announced a week in advance on the blotters. I am

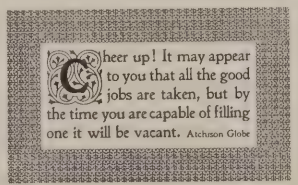

A few Blotters for the BOOKKEEPER
YOUR handwriting generally pleases us, particularly on a check, and certainly we always try and avoid any figure complications with you. ¶ As for printing, of course you look principally for fine stationery and account books: we execute such work to the satisfaction of bookkeepers, and when squaring our account you will have far less writing and figuring than is the case with poor printing, which always means allowances, credits, etc., ad infinitum. ¶ A request from you at any time will bring more of these blotters, and an acknowledgment of their receipt will be appreciated.
Blotter for the CLERK will follow next week
GRIFFITH-STILLINGS PRESS
Makers of High Grade Catalogs, Booklets and Advertising Literature
364-372 CONGRESS STREET, BOSTON, MASSACHUSETTS

No. 3

reproducing the blotter for the Book-keeper (No. 3), because the most of the others would be more difficult to reproduce. As this stuff is late, possibly the half-tone will have to be reproduced along with the rest of the zinc etching, and so you will kindly not take it as an example of the Griffith-Stillings presswork. Some of the folders will be reproduced later. This was certainly a rather vigorous campaign, but doubtless the most of the staff were interested enough to see (and possibly "swipe") many of the blotters.

* * *

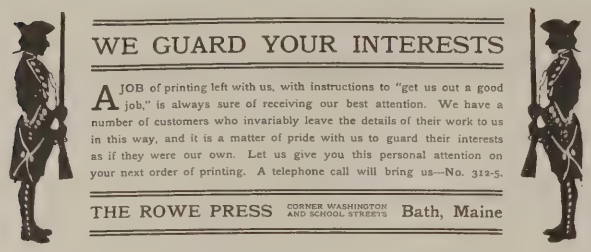
A number of excellent specimens come from the School of Printing in connection with the North End Union, Boston. I am reproducing one of these as being appropriate to this sea-


Cheer up! It may appear to you that all the good jobs are taken, but by the time you are capable of filling one it will be vacant. Atchison Globe

No. 4

son of cheer (No. 4). John Ruskin and Ella Wheeler Wilcox have figured pretty largely on such cards as this, and I was thinking that it was about time that such paragraphers as the humorist of the Atchinson *Globe* had a show.

Certainly this blotter from Milton L. Vincent, of the Rowe Press, Bath, Me. (No. 5), may fairly be said to be well balanced. The rules are red. The remainder (I was just going to say "the balance") is dark blue.


WE GUARD YOUR INTERESTS
A JOB of printing left with us, with instructions to "get us out a good job," is always sure of receiving our best attention. We have a number of customers who invariably leave the details of their work to us in this way, and it is a matter of pride with us to guard their interests as if they were our own. Let us give you this personal attention on your next order of printing. A telephone call will bring us—No. 312-5.
THE ROWE PRESS CORNER WASHINGTON AND SCHOOL STREETS Bath, Maine

No 5

I am showing a photograph that should be of considerable interest to our readers (No. 6). It is the handsome office of William Carl Pirsch, of the Pirsch Press, Dayton, O., which he brought with him when he and a number of other Ohio notables paid a flying visit to Toronto this fall. The picture is particularly appropriate for this number, as it represents the office in Christmas apparel. That pot does not contain lye or printing ink, but is a repository (if I remember aright) of Christmas gifts as well as the tree. At any rate it is a place for the names of the friends of the Pirsch Press whom Mr. Pirsch wishes to remember with Christmas gifts. My name, he wrote me, "was in the pot." I did not know what he meant at the time, and was afraid that he had some allusion to jackpots, with which my connection was never very successful. (I wrote all this about the pot while the photo was elsewhere. I guess the pot contains names instead of presents. But I've no

No. 6. Christmas at the Pirsch Press.

time now to alter what I've written.) Instead I received at the dinner in Toronto, to which he invited me by mail, a most handsome ink-stand, which I would be using at the present time were it not that I cannot dictate to a stenographer with it. However, it will always be available in signing checks or writing to my best girl. It is the most beautiful ink-well I ever saw and gives further evidence of the exquisite taste of Mr. Pirsch. I have received many souvenirs from some of my friends all over the country during the last six years, but never acknowledged one *in the paper* before, and my other friends who have remembered me so kindly will understand that I am only doing so now because it is part of the story about the picture. Such a tasteful office I believe to be of itself good publicity for an artist printer. I should be very glad to receive other photographs of the interior of a printing office. I presume that Mr. Pirsch keeps the towel in the composing room.

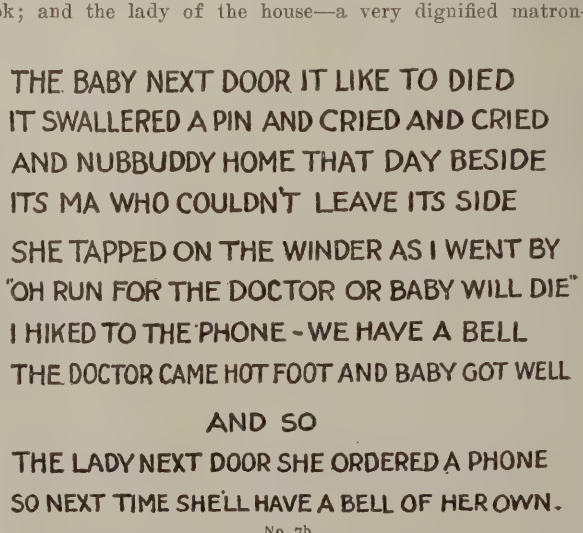
L. A. Ewing, who is now with the Magnan Press, St. Louis, sends me a book, entitled "Hollo, Who Is This?" which has the covers so folded that the address may be written on the first cover page. This has nothing to do with printing-advertising, but as Mr. Ewing has asked me my opinion of it, and as it received a severe criticism in an advertising trade journal some time ago, I am reproducing two pages. This was what the other journal said about it:

Well, what can we say for the Bell Tele. Co. of St. Louis? We just can think of nothing bad enough, so we reproduce the page from the booklet sent out. In this year of supposed civilization imagine a corporation expected to stand for somewhat of dignity and at least to have good taste and some sense, sending out a book of 24 pages and every page but one showing stuff like this.

The first page was reproduced in the magazine with the caption, "The Bell Telephone Style of 'Reason—Why.'"

No. 7a

There is no reason on the first page, but it seems to me that this book is not inconsistent with the dignity of a telephone company, and that the reasons for using a 'phone are more attractively presented in this book than by means of an interminable discourse, dotted with bewildering italics and capital letters, such as the firm which print the advertising paper claim is all to the good. It really takes a more skilful artist than one would suppose to get up such work as this. I have only showed it to one family, whose personnel includes two or three artists. They were all delighted with the humor of the book; and the lady of the house—a very dignified matron—

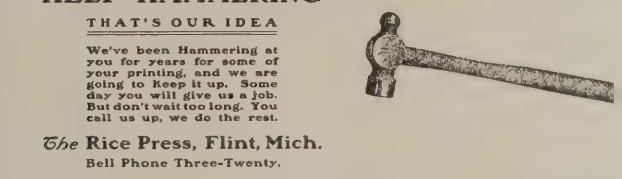

THE BABY NEXT DOOR IT LIKE TO DIED
IT SWALLERED A PIN AND CRIED AND CRIED
AND NUBBUDDY HOME THAT DAY BESIDE
ITS MA WHO COULDN'T LEAVE ITS SIDE
SHE TAPPED ON THE WINDER AS I WENT BY
"OH RUN FOR THE DOCTOR OR BABY WILL DIE"
I HIKED TO THE PHONE - WE HAVE A BELL
THE DOCTOR CAME HOT FOOT AND BABY GOT WELL
AND SO
THE LADY NEXT DOOR SHE ORDERED A PHONE
SO NEXT TIME SHE'LL HAVE A BELL OF HER OWN.

No. 7b

said that this book had convinced her of the necessity of having a 'phone—as she was often alone with the baby in the house. The pages about the baby are reproduced (Nos. 7, a and b).

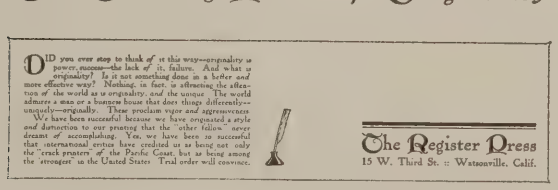
* * *

One of the nicest mailing folders I have received for some time is from George Seton Thompson (without any hyphen). Whether he is any kin of the famous author-artist—I forget whether his name is Seton-Thompson or Thompson-Seton now—I do not know, but a picture of a bear, much like that the artist would draw, splendidly printed in double-tone on coated-stock, is attached to the center page of the dark brown folder. The picture is copyrighted by Chas. Scribner's Sons. The coloring of the initial reminds one of a picture of Maxfield Parrish, as reproduced in Scribner's Magazine. These words, which appear beneath the picture, might seem to the reason why folks as lacking in dignity: "'Little Johnnie' has a tail, though you cannot see it. The fact that the tail is not visible need no keep you from reading, to your profit, 'Thompson's Truthful Tale' appended hereto." There is no more attempt at being witty upon the folder, the rest being good, sound, printing-advertising logic. But I wish I could show you that folder!


KEEP HAMMERING
THAT'S OUR IDEA
We've been Hammering at you for years for some of your printing, and we are going to Keep it up. Some day you will give us a job. But don't wait too long. You call us up, we do the rest.
The Rice Press, Flint, Mich.
Bell Phone Three-Twenty.

No. 8.

The Rice Press, of Flint, Mich., has kept me supplied with blotters each month for years. They were always clever, but the firm are doing some of the most original work they ever did now. Here is a sample blotter on white porous stock (No. 8). The abundance of white in connection with the pattern is very effective.


The Drawing Power of Originality
DID you ever stop to think of it this way—originality as power, success—the lack of it, failure. And what is originality? Is it not something done in a better and more effective way? Nothing, in fact, is affecting the efficiencies of the world as is originality, and the unique. The world admires a man or a business house that does things differently—uniquely—originally. These proclaim vigor and aggressiveness. We have been successful because we have originated a style and distinction to our printing that the "other fellow" never dreamt of accomplishing. Yes, we have been so successful that international critics have credited us as being not only the "crack printers of the Pacific Coast, but as being among the strongest in the United States. Trial order will convince.
The Register Press
15 W. Third St. :: Watsonville, Calif.

No. 9.

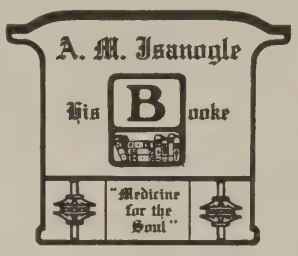
Thomas E. Abbott, of Watsonville, Cal., certainly exemplifies the originality he advertises on the pink blotter here reproduced (No. 9). The heavy rule is red with brown bordering rules. The panel material is brown. The balance is green. It is certainly a very striking blotter.

No. 10

With a very cheery letter from L. Weitlispach, of Streator, Ill., comes a bunch of matter on orange stuff, the most of which aggravates me, for it cannot be reproduced. However, he sends me a black and white proof of one of the jobs, which is shown as No. 10. The heavy rule and the word "Printer" are in orange. Mr. W. was always an original and tasteful printer, and I like his new work better than his old. This is by no means the handsomest job he sent me.

* * *

From Harry L. Kiracofe, with Martin & Bienfeld, Frederick, Md., comes a package of work of all kinds, which shows considerable individuality of a very pleasing nature. The catalogue covers are particularly striking in their daring originality. I believe that the printed stationery, such as Mr. Kiracofe sends, has already been reviewed in the Job Work Department.



No. 11

If this is not so, I shall be pleased to reproduce them later. I am giving a book-mark (No. 11), which certainly shows a unique use of the Post ornaments. The B is surrounded by a small patch of white. The rest of the design is the color of champagne. Possibly a suggestion was intended of "Good books, good wine," etc.

¶

A CENTURY POSTER.

We have received a most admirable specimen of three-color printing, executed on the Century Press, by Bartlett & Co. —The Our Press—of New Jersey. It is the reproduction of one of Schreyer's famous paintings and is embossed on the press in a way to give the appearance of the canvas of the original painting. The colors laid on the canvas by the brush of the great painter are shown with the perfection and beauty of the original. The scene is of a group of swarthy Moors, mounted on their fiery steeds and bearing their weapons. The picture is full of life, action and strength. The different colors of the horses, as well as the bright colors of the picturesque dress or costumes of the Arabs, are shown. It was a difficult piece to reproduce and it is one of the finest specimens of three-color work that we have seen. The splendid results obtained must be largely credited to the accurate registering qualities of the Century press, and its powerful impression mechanism and perfect distribution.

¶

The editor acknowledges, with thanks, the receipt of an invitation from Mr. and Mrs. James O. Amos, of Sidney, Ohio, to attend the marriage of their daughter, Delia Ellen Amos, to Mr. Horace Holbrook, Saturday evening, November 11. We tender our hearty congratulations, though unable to be present. Miss Amos is known and esteemed by all the members of the National Editorial Association. She has been one of the ablest among the active newspaper women of the country and has been, for years, President of the Ohio Woman's Press Association. May her married life be as successful and happy as has been her newspaper career. She will receive the good wishes of members of the press in every state of the Union.

* * *

Mr. G. G. Grimes, a Fostoria, Ohio, real estate man, has bought the *Press*, Adrian, Mich., as a result of the negotiations through the Chicago office of Charles M. Palmer. The *Press* was formerly owned by Willard Stearns, who sold it last spring to E. S. White, an Adrian Republican. Being disappointed in securing a Democratic associate, Mr. White sold.

NEWSPAPER CRITICISMS

BY O. BYRON COPPER, POCATELLO, IDAHO.

Address all Communications for this Department to
316 N. Arthur Ave., Pocatello, Idaho.

THAT "a rolling stone gathers no moss" is a time-honored proverb, with the more recent addition of "but it gets well polished," which is somewhat facetious, but no less truthful. There are many "rolling stones" amongst members of the typographical calling—too many of such, in fact, whose constant "rolling" does not even polish—nevertheless, we feel moved to admonish our fellow craftsmen that it is not good to become a permanent fixture in any one place, or "to get into a rut," as we say. It is only the fearful who do not at least occasionally make a change of location. [Readers of this department will please take notice that the writer does not belong to that class, and send their "stuff" to the new address given at the head.] Stones, it will be acknowledged, always roll from the hilltop downward, whereas, when a printer leaves one position to accept a better one, he is rolling upward, hence ceases to be like a stone. It is, therefore, our advice to employed printers to learn to appreciate the good things at hand, and to enjoy the blessings of the present, yet to simultaneously cultivate a courage adequate for taking advantage of the opportunities for better positions that will anon confront them.

By virtue of the change in our address, as hinted at in the above paragraph, we have recently experienced some little difficulty in getting all the matter for this department entrusted to Uncle Sam's care; for instance, we have letters from old and valued friends in which notice is given of material having been forwarded and which, we regret very much, has not been received, especially so since the work from all of these gentlemen is invariably an excellent subject for discussion in a "school" of this kind. The first of these interesting letters is from the well-known artist, O. H. Walters, of the Albion (Neb.) *Argus*, in which he says:

"Dear Sir—Have just received the October issue of the N. P.-J. and wish to thank you very much for the helpful suggestions you had to offer on my ads. Since reading your criticisms of the Papez ad, I see very plainly that it could be improved by following out your suggestions.

"Also wish to thank you on behalf of the editor and foreman for the criticism of the *Argus* in the September issue. They were very highly pleased with it, as you will see by the enclosed clipping.

"Hoping that the 'Newspaper Criticism' department of the NATIONAL PRINTER-JOURNALIST will continue to grow and prosper, I remain, yours truly, O. H. WALTERS."

The "clipping" referred to in the foregoing letter contains a repetition of our late review of the Albion *Argus*, together with mention of Mr. Walters' high-scoring ads entered in our last ad-setting contest. The next is from L. E. Ovenden, a compositor-publisher who, too, has made his mark in these columns by specimens shown from time to time from the Pawnee (Neb.) *Chief*, in which he simply apprises us of the fact of his contribution, the loss of which we are bemoaning, while the third, under date of October 20, hails from our Socialist friend of the days of amateuria, Erwin B. Ault, yet with the Toledo (Ohio) *Socialist*. Mr. Ault writes more of a personal letter than the others, informing us of the papers sent, adding at length:

"You will note we have not cut out the big head-lines. This is due to the fact that we wish to *jar* people into looking at us. See!"

Now, wouldn't that jar you! The next and last of the quartette is a long and interesting communication from a very highly valued contributor, Rex R. Lampman, of the Neche (N. D.) *Chronotype*, and which we will hold in abeyance, awaiting the arrival of the tardy contributions.

———o———

Chas. J. Waehlte, of the Willapa Harbor *Pilot*, sends us a note as full of gratitude as it is brief, in which he says:

"My Dear Sir—I wish most heartily to thank you for the splendid writeup you gave me. It certainly surpassed by far anything that I could have expected, and I can assure you that I appreciated it very much. Later on I will send in some more work."

When we have occasion to say something pretty of some one of our fellow craftsmen's work, and we can assure all that we never offer flowers where not thoroughly deserved, it does our heart good to learn, as in this instance, that the recipient of our praises has appreciated them; and, moreover, it is to that man's credit who can truthfully say, after all is said and done, that the praise was more than he had anticipated. We are also pleased to learn that Brother Waehlte has resolved to continue to favor us with specimens of his work. It is a good resolution, brother; keep it.

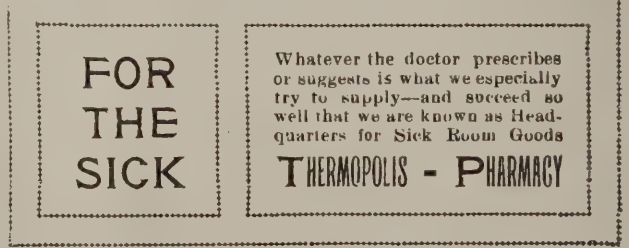
———o———

The following emanates from Thermopolis, Wyo., A. L. Duhig, one of the publishers of the *Record*, being its author:

"Sir—I am taking the liberty of sending you a batch of ads from the Thermopolis *Record*. I do not claim any merit for any of them, but want your wholesome criticism on the same. Kindly remember one point in criticizing, and that is that we have a very crude 'sage brush' outfit, and a fellow is compelled to set an ad with very little to do with. Respectfully,

"A. L. DUHIG."

When a critic takes a batch of ads for review he can, in a more or less accurate manner, determine from the specimens what sort of equipment is that of the plant from which the ads emanate; nevertheless, there are compositors who are able to fool the best of us. Not so, however, with this communicant, whose specimens plainly savor of "sage brush and cacti."


FOR
THE
SICK
Whatever the doctor prescribes or suggests is what we especially try to supply—and succeed so well that we are known as Headquarters for Sick Room Goods
THERMOPOLIS - PHARMACY

No. 1.

Still, we do not desire to give the impression that Brother Duhig's ads are entirely without merit, even though he becomingly claims none for them, because many of his specimens

will compare favorably with those produced in probably much more modernly equipped offices. But we want to add something to that already begun and which we had in mind, and that is that while the critic may from a scrutiny of the sample determine more or less accurately upon the kind of type equipment in the plant where the ad was set, yet it is more difficult for him to know just what the "white-space appurtenances" were, which are, in our opinion, the most important part of the ad-man's material. In this the bright compositor will understand we include leads, slugs, metal furniture and, rather improperly, brass rules. A printer may have ever so complete assortment of type, but without an adequate supply of the last mentioned material he is at a great disadvantage in throwing up his displayed ads. Mr. Duhig's ads, however, do not impress us as of that kind that lack "white-space equipment," but rather as created by one who has scarcely yet fully grasped the "art" of that which we term "massing," by which we mean the correct distribution of black and white. We are reproducing the best of Mr. Duhig's budget, Nos. 1 and 2. We have selected these because they are best with reference to points covered in this criticism. The second is considerably the better design all around, although another nonpareil of white at right and left inside the central panel would have been a desirable improvement. All that ails the other specimen is the typography of the last line, which, in view of our correspondent's warning relative to the "sage brush" outfit, we hardly have a right to mention adversely.

Thermopolis Lumber Company
Contracting and Building. Bond furnished with contract. Own sawmill for native lumber. Brick yard. Agents for Studebaker wagons. Screen doors and windows. Fancy glass doors always kept in stock
ICE delivered in the city
Free Dray - 'Phone No. 20
No. 2.

———o———

Here is the letter of a Kansas editor who thinks he got more than his just deserts in a recent criticism. We have that sort of thing quite frequently, where contributors think they have been meted out a little more than was coming to them, but not just exactly the same kind of "stuff" Editor Amrine "complains" of:

"Dear Sir—Ever since receiving the September JOURNALIST I have been intending to write you. I appreciated your criticism of our paper in the September number very much. I think yet you were too warmly commendatory, but who can scold for such a fault as that? Your judgment on some of the points for improvement is excellent and we are working to them, especially in keeping the ads to the right of the page and working more to the reader's point of view in reading, than so much to the advertiser's view as to position. The past two years I have come to appreciate the reader more, anyhow, and too many of us overlook him.

"You mention wanting the 'Advertisers' Edition,' and I send a copy of it today; also send you other recent copies. Many thanks for your interest and helpful work with the former copy submitted. I do not send you copies asking for further criticism now. I feel that you have done enough for me for some time. Be assured that all your work is much appreciated by the readers of the JOURNALIST. Cordially,

"M. F. AMRINE."

It is gratifying, indeed, to hear a practical newspaper man like this one expressing himself as learning to appreciate the "reader" more and more as he continues in the work; and right nearly does he verge upon the truth when he says that "too many of us overlook the reader" in our greedy rush after the advertiser. Those who have seen the Council Grove *Guard* will not agree with him in that we were "too warmly commendatory" in our late criticism of that paper. If it seemed so, then it is but *prima facie* evidence that we were but performing one of the critic's real privileges and, we might say, duties, which is to "admire greatly" anything which happens to come his way that is really worth admiring, as is Editor Amrine's paper. Let us again add that we make no pretty speeches in these columns for the purpose of flattering our contributors, for flattery is really a detriment and not a benefit; but judicious praise delivered at the right time and to the right place is encouraging, and encouragement is one of the greatest blessings of human life. Permit us to conclude with Brother Amrine again by remarking that the non-arrival of the long-looked-for "Advertisers' Edition" has occasioned much real regret on our part.

———o———

Messrs. Robertson & Ball, the enterprising publishers of "the paper with the big circulation," the Gallatin *Democrat*, of Gallatin, Mo., write us as follows:

"Dear Sir—Your department in the NATIONAL PRINTER-JOURNALIST is read by us each month with interest and profit. We send you a copy of the *Democrat* for this week and ask for any criticism you wish to make on same. Also inclose a blank account statement which we place in paper of the delinquent subscriber, and find it the best collector we have ever used. The Postoffice Department permits this blank to be filled out and inclosed in paper—a great saving in postage and trouble of mailing. Yours truly, ROBERTSON & BALL."

This contribution is one of the few out of the many sent this month, which seems to have arrived at its destination in safety; and we're glad it has, too, for it proves a paper well worth looking over. It is a six-column, ten-page product and, as might be surmised, contains an abundance of displayed advertising, likewise an abundance of reading matter. The first page is kept so nearly free of displayed matter that we shall let it pass as though entirely free, and the inner pages are quite liberally supplied with reading matter and quite properly made up, save that the ads circulate too freely in among the straight matter. An average degree of skill has entered into the advertisement composition and a fairly good type equipment is in evidence. Excellent local repertorial and editorial services catch our admiration, as does also the big, healthy department of "County Correspondence," comprising letters from all over the *Democrat's* field. That's the stuff that makes a newspaper popular and builds up a "big circulation"—news, news, news, and local news. Many of these "big" weeklies and tri-weeklies, which are a characteristic of this typographical day, are filled up with exchange clippings and plate, and as a consequence their publishers have to merely *claim* big circulations; whereas, if more local material and more original material entered into their makeup their exaggerated claims might become realities, just as we believe that the claim of "a big circulation" for the Gallatin *Democrat* is true. The print secured on the paper under scrutiny is very good and legible, and withal, as the reader can perceive from

the foregoing remarks, the *Democrat* is a creditable newspaper product. But we cannot help suggesting to the man who sets the heads that heads look better without periods than with them, even though such authorities on things typographic as the *Inland Printer* and the NATIONAL PRINTER-JOURNALIST do persist in the erroneous practice. It is with pleasure that we note that *The Printing Art* does not; so in this case, at least, model after the last named authority. We came near overlooking that very important "silent collector," which has been doing such good service, according to the tell of Messrs. Robertson & Ball. Here it is in full, and we can vouch for its efficacy, having employed it ourselves during our late newspaper experience in Wisconsin:

".....

"We desire to call your attention to the fact that your subscription to the Gallatin *Democrat* expired ....., 190.., and the amount now due is $...., which will pay your subscription until ....., 190.. Respectfully,

"ROBERTSON & BALL, Publishers."

———o———

It is, indeed, a pleasure to get letters from such modest and earnest members of the calling as this from P. Ponceti, Jr., of the Biloxi (Miss.) *Review:*

"Dear Sir—Inclosed you will please find copies of two ads, which I submit for your criticism. I do not consider them perfect by any means, and I know that many can do better, but I submit them that I may reap the benefit of your valuable suggestions. The large one is a six-column advertisement, and as I am job compositor, makeup man and have also to set some of the news matter of the paper, you can readily see that my time is limited and have to do the best I can as quickly as possible. The ads are from the *Daily Review*, Biloxi, Miss., a place of 7,000 population. Hoping that I have not done too bad and that your criticism will be of benefit to me as they have been to others, I am, P. PONCETI, JR."

We are very sorry to have to introduce our remarks to Brother Ponceti with the statement that his six-column ad is very defective. But we don't want that he should take our remark (which is, nevertheless, truthful and sincere) too much to heart; for while, as he himself says, there are many compositors in the land who could do better, yet there are as many more who could not do better, and yet as many more, no doubt, who call themselves "journeymen," too, who could not do so well. But it should not be the object of any artisan to make himself "just as good" as others in his calling, but better than others. On the paper with which the writer is now associated there are several just such ads as this one (No. 3) every issue, and we have found them excellent vehicles for the exploitation of original and tasteful designing (No. 21). One should, it is understood, however, adhere as closely as possible to plain and simple designs, especially on "rush" ads. To begin with, there are too many different type faces in specimen No. 3; the Gothic and Tudor text, at least, could

A LARGE DISPLAY OF
Children's, Boy's and Men's Clothes
The Kantbebeat Clothing
Style that Fashion Has Decided Proper. Clothes that Possess Quality, Refinement, Character
Men's Handsome Fall Suits from $6 to $15.
Boy's Handsome Fall Suits from $3 to $9.
Children's Handsome Fall Suits from $1.50 to $4.50
Boy's Overcoats from - - - $1.50 to $5
AGENT FOR NEW HOME SEWING MACHINES
Red Star Store

No. 3.

A LARGE DISPLAY OF
Children, Boys, Men's Clothes.
The Kantbebeat Clothing.
STYLE THAT FASHION HAS DECIDED PROPER
CLOTHES THAT POSSESSES QUALITY REFINEMENT AND CHARACTER
Men's Handsome Fall Suits From $6 to $15
Boys " " $3 to 9
Child Handsome Fall Suits From $1.50 to $4.50
Boys Over Coats from $1.50 to 5.00
Agent for New Home Sewing Machines
Red Star Store

No. 3a.

have been avoided, and by all means should have been, especially the latter, since Old English faces should in no instance enter into the composition of an ad, save when the whim of a customer so instructs. In as few words as possible we shall endeavor to tell this compositor how this ad should have been composed to look well and prove a good salesman, and provided we can find the time before this installment or criticism goes forward to headquarters, we will prepare a sketch for reproduction, illustrating our remarks, that only may prove the more beneficial. A six-point rule or a pica border should have inclosed the whole ad; all around inside of this a two-point rule should have been inserted, leaving at least a pica space between it and the border; this panel should have been cut off into secondary panels (just as it appears) at either end for the cuts, the division lines being also of two-point rule. The typography of the ad could then have been very much as it is in the reproduction as to arrangement, excepting that DeVinne should have figured as much as possible throughout exclusively, and a very tasteful and economical effect could have been secured by inclosing the priced items in an oblong narrow panel

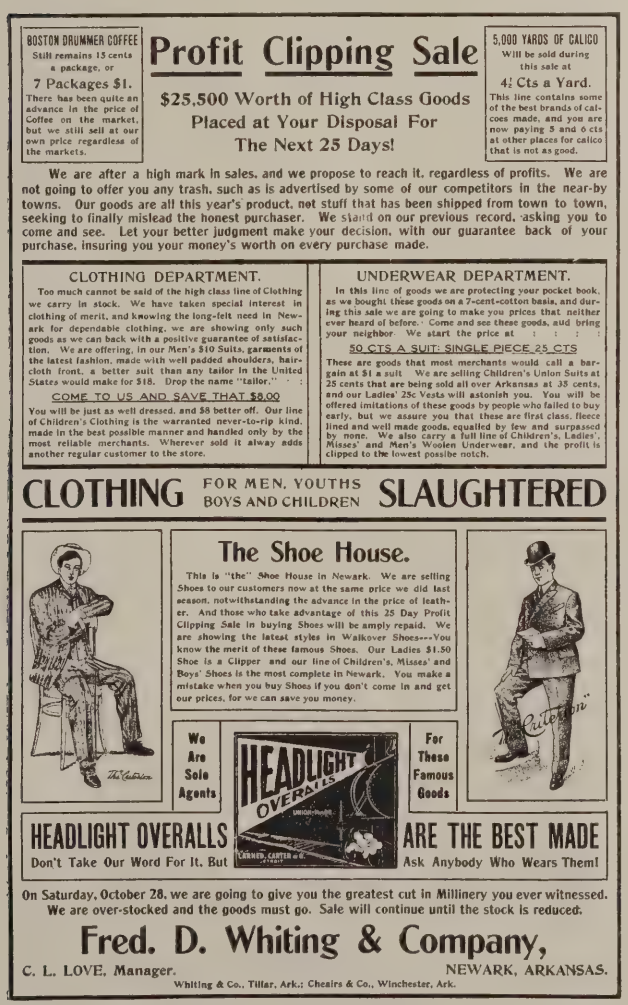
of two-point rule, divided in the middle by a short horizontal rule. (No. 3a.) The smaller ad (which is not shown) is very ordinary and possesses the same defect as cited in specimen No. 3 in that too many different faces enter into its composition; try and confine yourself to at least two and, if possible, one series of type in setting an ad, especially a small one like this. And before dismissing the subject permit us to call attention to the peculiar language of this ad (No. 3), the result of a typographical error: "A large display of children, boys, men's clothes," might attract some people to the "Red Star Store," for, despite this age of "race suicide," we still have enough faith in humanity to believe that there are yet some people who desire progeny, and we are sure that there are many who would quickly take advantage of bargains being offered in "children and boys," it being understood, of course, that boys should not be classed as children, anyhow. And most assuredly, we presume, the men, even in Biloxi, Miss., wear clothes, so the ad is not entirely in vain.

———o———

Indeed, Editor O. F. Craig, of the Newark (Ark.) *Journal*, scents the true object of a department of review as expressed in the following note to us:

"Dear Sir—I inclose herewith an ad, which I would like to have you criticize at your pleasure. I find many good, practical suggestions in your department of the N. P.-J. To a man who is editor, reporter, business manager, makeup, job and adman, as I am, on an eight-page, all-home-print paper, your criticisms are invaluable. We can all see our good points, but it helps us to occasionally have some one point out our faults. With best wishes, yours very truly, O. F. CRAIG."

Yes, indeed, "*we can all see our good points, but it helps us to occasionally have some one point out our faults.*" And what is that old proverb about the fellow who tells us of our faults being our best friend? We know we have to hurt some of our contributors' feelings at times, but we assure all that our strictures are offered in the most kindly and friendly feeling toward them. We don't speak adversely anent a specimen because we delight in it, but because it is our duty to do so, and without the fulfillment of which this department would eventually become worthless. It should be an ever consoling thought to those who patronize "Newspaper Criticisms" to know that those to whom rebuke and reprehension are given, in the end receive the greatest benefit. Brother Craig speaks of the practicability of this department, and we thank him for that bit of assurance, for of all the things in the world that we wish "Newspaper Criticisms" to be, it is practical as well as technical, and when it ceases to be that then we hope the publishers of this great magazine will dismiss us from their honorable staff and strike this matter from their pages, for that which is not practical in a thing of this kind is worthless. Mr. Craig's ad is a full five-column page ad and is a good one. (No. 4.) It shows mechanical skill, fine taste in detail treatment, well-balanced designing and a liberal type equipment. The greatest complaint we could file against this specimen is the too little amount of white space on the inside margins of the panels. This is an error common to so many otherwise good compositors—they allow insufficient white margins inside their panels. While Mr. Craig's specimen contains an over-abundance of matter, and it is rather difficult to determine how the somewhat crowded aspect might have been avoided, yet in the case of the two main central panels, for instance, instead of the two vertical rules at the center, only one should have been employed and the white space between the two distributed evenly at the four sides. There are a few big black commas and periods that might have been eliminated to good advantage, but otherwise we pronounce this a good, serviceable newspaper advertisement.


BOSTON DRUMMER COFFEE
Still remains 15 cents a package, or
7 Packages $1.
There has been quite an advance in the price of Coffee on the market, but we still sell at our own price regardless of the markets.
Profit Clipping Sale
$25,500 Worth of High Class Goods Placed at Your Disposal For The Next 25 Days!
5,000 YARDS OF CALICO
Will be sold during this sale at
4½ Cts a Yard.
This line contains some of the best brands of calicoes made, and you are now paying 5 and 6 cts at other places for calico that is not as good.
We are after a high mark in sales, and we propose to reach it, regardless of profits. We are not going to offer you any trash, such as is advertised by some of our competitors in the near-by towns. Our goods are all this year's product, not stuff that has been shipped from town to town, seeking to finally mislead the honest purchaser. We stand on our previous record, asking you to come and see. Let your better judgment make your decision, with our guarantee back of your purchase, insuring you your money's worth on every purchase made.
CLOTHING DEPARTMENT.
Too much cannot be said of the high class line of Clothing we carry in stock. We have taken special interest in clothing of merit, and knowing the long-felt need in Newark for dependable clothing, we are showing only such goods as we can back with a positive guarantee of satisfaction. We are offering, in our Men's $10 Suits, garments of the latest fashion, made with well padded shoulders, haircloth front, a better suit than any tailor in the United States would make for $18. Drop the name "tailor."
COME TO US AND SAVE THAT $8.00
You will be just as well dressed, and $8 better off. Our line of Children's Clothing is the warranted never-to-rip kind, made in the best possible manner and handled only by the most reliable merchants. Wherever sold it alway adds another regular customer to the store.
UNDERWEAR DEPARTMENT.
In this line of goods we are protecting your pocket book, as we bought these goods on a 7-cent-cotton basis, and during this sale we are going to make you prices that neither ever heard of before. Come and see these goods, and bring your neighbor. We start the price at
50 CTS A SUIT: SINGLE PIECE 25 CTS
These are goods that most merchants would call a bargain at $1 a suit. We are selling Children's Union Suits at 25 cents that are being sold all over Arkansas at 35 cents, and our Ladies' 25c Vests will astonish you. You will be offered imitations of these goods by people who failed to buy early, but we assure you that these are first class, fleece lined and well made goods, equalled by few and surpassed by none. We also carry a full line of Children's, Ladies', Misses' and Men's Woolen Underwear, and the profit is clipped to the lowest possible notch.
CLOTHING FOR MEN, YOUTHS BOYS AND CHILDREN SLAUGHTERED
The Shoe House.
This is "the" Shoe House in Newark. We are selling Shoes to our customers now at the same price we did last season, notwithstanding the advance in the price of leather. And those who take advantage of this 25 Day Profit Clipping Sale in buying Shoes will be amply repaid. We are showing the latest styles in Walkover Shoes---You know the merit of these famous Shoes. Our Ladies $1.50 Shoe is a Clipper and our line of Children's, Misses' and Boys' Shoes is the most complete in Newark. You make a mistake when you buy Shoes if you don't come in and get our prices, for we can save you money.
We Are Sole Agents
HEADLIGHT OVERALLS
For These Famous Goods
HEADLIGHT OVERALLS ARE THE BEST MADE
Don't Take Our Word For It. But Ask Anybody Who Wears Them!
On Saturday, October 28, we are going to give you the greatest cut in Millinery you ever witnessed. We are over-stocked and the goods must go. Sale will continue until the stock is reduced.
Fred. D. Whiting & Company,
C. L. LOVE, Manager. NEWARK, ARKANSAS.
Whiting & Co., Tillar, Ark.; Chesire & Co., Winchester, Ark.

No. 4.

On a letterhead, on which appears simply this in red, "The Ad-Smith, Willow City, North Dakota," the following letter is typewritten:

"Dear Sir—Mr. T. C. Michael, publisher of the North Dakota *Eagle*, at this place, for whom I am acting as foreman and ad-smith, has asked me to send to you a few proofs of recent ads that it has been my pleasure to write and compose for the merchants of this little city. We are doing something out of the ordinary in Willow City; and it is working fine, too. The undersigned has had quite a little experience in writing ads, and when I took the position I now hold I had a few ideas that I wanted to try. One of them was to offer my assistance to any of the merchants wishing it in the writing of their advertising copy, and it has taken good from the start. Another thing that I have inaugurated is the printing of slips for the merchants to put into each package of merchandise that they wrap up—a sheet of these slips is inclosed along with the proofs of the ads. Now, don't be too hard on a poor fellow, but we would like to know what you think of the work and the ideas. Yours respectfully, THE AD-SMITH."

It is the "man with ideas" who is in demand these days, and we are always more than pleased to hear from that class among the printers, because their ideas exploited through this department are what make it beneficial to those who read it. Especially are we pleased when the ideas are good ones like these mentioned in the foregoing letter. First, the idea of offering to assist the merchants in the preparation of their advertisement copy is excellent and should be done, wherever practical, by every country newspaper man, and the slips for the use of the merchants, as explained by the "Ad-Smith" above, is new to us, but, nevertheless, strikes us as being an excellent scheme; also, inasmuch as it has a double purpose, helping to advertise

the merchant and simultaneously advertising the *'Eagle.'* The slips read as follows:

"Read our advertisements printed in the *Eagle,* for they will save you $$.

"Read our advertisements printed in the *Eagle,* for it will pay you big.

"Read our advertisements printed in the *Eagle*—Bargains every day of the week.

"Read our advertisements printed in the *Eagle* for guaranteed bargains.

"Read our advertisements printed in the *Eagle* and get your goods here.

"Read our advertisements printed in the *Eagle*—They tell good news.

"Read our advertisements printed in the *Eagle* and you will save money.

"Read our advertisements printed in the *Eagle* for good goods cheap."

The "ad-smith's" ads from the ad-writer's point of view, at least, are excellent, too, being replete with cuts and prices, "the pictures to attract attention to the ad itself, and the

Warm Clothes for Winter
NOW is the time when you begin to think of that winter wearing apparel. and we are prepared to sell you anything in that line at the best prices you can get anywhere. Especially is this true in Men's and Boys' Clothing, and Ladies' Cloaks, Coats and Furs. Get our prices before you buy, and you will surely save money by purchasing here.
Shoes
We want you to see our display of Shoes—the best we ever had in stock and at right prices too. A full line of warm overshoes and rubbers just arrived.
In Men's Shoes we have the much talked of Honorbilt Shoe, a shoe that comes in heavy vici kid, lined, with a good heavy sole, prices from $4.25 to $3.25
Men's Overcoats in the best grades of Kersey and Fancy Mixtures, the very latest things as to style and workmanship—Friend Bros. make, which is a guarantee in fit—If. Prices from $16.00 to $7.00
Men's Suits, in Fancy Mixed Cheviots and Striped Worsteds, in four button sack coats, made after the latest dictates of fashion, they look well, wear well and the prices are right, from $24.00 to $8.50
COPYRIGHT FRIEND BROS. CLOTHING CO. Milwaukee
Everything for the Inner and Outer Man
Farmers Exchange
Willow City, North Dakota

Advertisment Written and Set in North Dakota Eagle Advertising Department, Willow City, N. D.

No. 5

prices to attract people to the store." And typographically they are above adverse criticism, too, as we go to prove by reproducing a few of the best. (Nos. 5, 6 and 7.) The display is correct and always possessing just the right strength, while the designs are plain and simple, therefore being admirably adapted to newspaper work. The border employed on Nos. 5 and 6 is not a good one for an ad of this size, being out of harmony with the type and blocky type design; but this is, we suppose, more a fault with the equipment than with the compositor. In some of the larger ads (not shown) there is an inadequate amount of white margins, and ads of this size (half-page, etc.) are more imposing framed with heavier borders than one-point rule makes. The types employed are good ad letters, and before we forget it allow us to commend another one of the "Ad-Smith's" ideas, we presume, which is a sort of "imprint" in the slug at the foot of the ad which says, "Tell the boys you saw their advertisement in the *Eagle,*" or something to that effect, which is equivalent to our great

Extraordinary Announcement
We take this means of announcing to our friends and patrons that our
Fall and Winter Goods Are Arriving Every Day
and are being placed in position for your careful inspection. The styles are more exclusive than ever, the goods are better and we are able to quote more attractive prices than during previous seasons. We ask you to call and see the goods.
Right Bargains in Clothes
We are exclusive agents in this city for the celebrated FRIEND BROS. make of Men's and Boys' Clothing. None better made and at a wide range of prices. Following are a few of our many bargains:
Lot No. 8075—Fancy Mixed Cheviot with fine cloth line stripe, comes in 4 button sack coat, a really good value at $10.00. we sell it for only $8.50
Lot No. 3866—Worsted 4-button sack suit fancy mixture, a very rare bargain at $12.00, our price is only $10
Lot No. 7887—Fancy Striped Worsted in 4-button sack A fine piece of goods; is sold usually for $12.50, our price is only $11
Overcoats from $7.00 to $16.00
Suits from $8.50 to $24.00
A full line of Sheep-Lined Duck and Corduroy Coats at right prices.
COPYRIGHT 1905 FRIEND BROS. CLOTHING CO. MILWAUKEE
Everything for the Inner and Outer Man
Farmers Exchange
Willow City, North Dakota

Advertisment Written and Set in North Dakota Eagle Advertising Department, Willow City, N. D.

No. 6

magazines' "Mention the, etc.," and equally as important, it would seem, although we had never thought seriously of it before. Come again, Mr. Ad-Smith.

———o———

Here is something good from a Lakefield, Minn., man, the first we have had from that rich state for a number of long days:

"Dear Sir—For several years I have read with interest your criticisms on newspapers, and I believe I have profited thereby. With this mail I send you copies of the last two issues of the *Standard,* in which I would like you to point out the defects,

Items of Interest to the Ladies
WE present two articles this week that are of especial interest to the ladies. They add much to the general appearance of the person; are distinctively up to fashion's latest decree and are constructed of the best of materials.
The Royal Worcester Corsets
have a world-wide reputation, and are the easiest selling corsets made. They are made in many different styles—two of which are shown in this ad.
The Sorosis Skirts
are also very well known garments among well gowned women. The manufacturers are constantly on the lookout for new, good ideas and their product this year is much better than any previous season. With each Sorosis Skirt is a coupon entitling the buyer of a skirt to a regular 25c pattern handled by the firm. Note prices quoted:
Ladies of average figure would be highly pleased with our Royal Worcester Corset No. 453 while we sell at $1.00
The Dowager, Princess hips, are still very much in fav r with fleshy ladies We sell the No. 525 at only $2.00
The Sorosis Skirt shown in cut is one of the best designs, with adjustable yoke, made from good sateen, strap seams, made up in the best possible manner, our price is only $3.00
Others as low as $1.00
Knit Top Skirts—Ladies in search of fall and winter warm Skirts should not fail to see ourS & K brand They are right in every way, insuring wearer warmth, fit and comfort
Mercerized Satin flounce, $3.00; Morine flounce, $3.50; Silk Taffeta flounce, $6.00
The Sorosis Underskirt
ROYAL WORCESTER
MODEL FOR STOUT FIGURE
ROYAL WORCESTER STYLE 453
Lizotte Brothers
WIDE-AWAKE RETAILERS
WILLOW CITY, NORTH DAKOTA

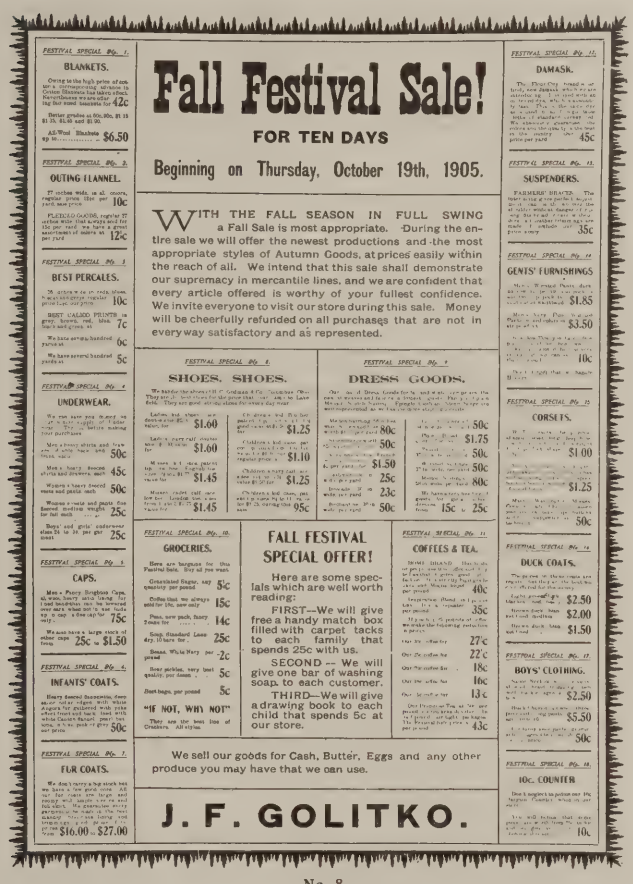
Advertisment Written and Set in North Dakota Eagle Advertising Department, Willow City, N. D.

No. 7.

which no doubt are many, as time is scarce in this office, myself and a "devil" with nine months' experience doing all of the work on the *Standard*, besides getting out the usual amount of job work in a country office. Usually we try to keep ads off the first page, but for the past few weeks this has hardly been possible on account of extra space used by advertisers. I send you herewith a proof of an ad from the issue of October 19, which I would like you to criticize. Yours truly,

"THOMAS CRAWFORD."

Unfortunately, because of our recent migration "over the range," the two copies of the Lakefield *Standard* have not yet reached us, but the copy of the ad, which was sent "herewith," being unable to avoid it, has showed up safe and sound along with the above letter. It is, indeed, gratifying to get such an ad as this from a person who makes acknowledgment of the fact that he has been a student of this department for a number of years. Brother Crawford's ad (No. 8) is a large one



Fall Festival Sale!

FOR TEN DAYS

Beginning on Thursday, October 19th, 1905.

WITH THE FALL SEASON IN FULL SWING a Fall Sale is most appropriate. During the entire sale we will offer the newest productions and the most appropriate styles of Autumn Goods, at prices easily within the reach of all. We intend that this sale shall demonstrate our supremacy in mercantile lines, and we are confident that every article offered is worthy of your fullest confidence. We invite everyone to visit our store during this sale. Money will be cheerfully refunded on all purchases that are not in every way satisfactory and as represented.

BLANKETS. 42c

OUTING FLANNEL. 10c

BEST PERCALES. 6c 7c 5c

UNDERWEAR. 50c 45c 50c 25c

CAPS. 75c 25c to $1.50

INFANTS' COATS. 5c 5c 50c

FUR COATS. $16.00 to $27.00

SHOES. SHOES. $1.60 $1.60 $1.45 $1.45 $1.25 $1.10 $1.50 $1.25

DRESS GOODS. 50c 50c 50c 25c 23c 50c 50c $1.75 50c 50c 80c 15c 25c

GROCERIES. 5c 15c 14c 25c 2c 5c 5c

FALL FESTIVAL SPECIAL OFFER!

Here are some specials which are well worth reading:

FIRST—We will give free a handy match box filled with carpet tacks to each family that spends 25c with us.

SECOND — We will give one bar of washing soap to each customer.

THIRD—We will give a drawing book to each child that spends 5c at our store.

"IF NOT, WHY NOT"

COFFEES & TEA. 40c 35c 27c 22c 18c 16c 13c 43c

We sell our goods for Cash, Butter, Eggs and any other produce you may have that we can use.

J. F. GOLITKO.

DAMASK. 45c

SUSPENDERS. 35c

GENTS' FURNISHINGS $1.85 $3.50 10c

CORSETS. $1.00 $1.25 50c

DUCK COATS. $2.50 $2.00 $1.50

BOYS' CLOTHING. $2.50 $5.50 50c

10c. COUNTER 10c.

No. 8.

and not the easiest sort of an ad to treat, since it contains such a volume of matter, yet its creator has handled it in an admirable and highly creditable manner, producing a specimen practically without a fault. This ad is exceptionally well displayed, designed with good balance, with a touch of art in every panel and a perfect "whiting out" which lends life and strength to every mass and line. Skillful artistic treatment is strongly in evidence, and the carefulness with which every detail has been attended to meets with our heartiest approval. The only thing in this ad of which we do not approve is the periods in the heads, which would have been better left in "their rspective boxes." Let these few remarks suffice until we get hold of those copies of the *Standard* next month.

———o———

"The Ben Freedman First Anniversary Edition" of the Munising (Mich.) *Republican* is something rather out of the ordinary and is introduced to us by the following brief missive from Editor F. L. Baldwin, publisher of the above named paper and secretary-treasurer of the Lake Superior Press Association:

"Dear Sir—I inclose copy of a special advertising edition which we printed for one of our local merchants. Would like your criticism on the 'general get up' of the paper. Kindly overlook typographical errors. It was a rush job and we depended upon the merchant to do the proofreading. Two persons did all the work on the edition in about two and one-half days. The printing was done on a Babcock Reliance press. Yours truly, F. L. BALDWIN."

The special advertising edition consists of a locally printed folio, six-columns to the page, devoted almost exclusively to the Ben Freedman store, with just enough reading matter to catch the ordinary reader's attention. The first page has printed across the head just below the title and date line, "The Ben Freedman First Anniversary Edition" in red. At each corner of the page, then, is a neat ad for the Freedman establishment, the remainder of the space being given over to local news, the leading article in which is a well-worded writeup of Mr. Freedman's business career in Munising. The second page is made up half of plate and the other half carrying a displayed announcement of Ben Freedman's free prize offer of a graphophone, while the following pages each contain excellent commercial ads for the store to which the edition is devoted, all handsomely and appropriately illustrated and replete with bargain prices well displayed. All of the typographical work on this edition is of a high standard and the impression is first class. The ads are well written, exceptionally well designed and neatly composed. Withal, Mr. Freedman is to be congratulated upon his enterprising idea and the *Republican* upon its ability in so successfully carrying this idea out. The ad on the last page, too, is in two colors, red and black, and the men who turned this special edition out merit special praise for their skill and care in the construction of the many displayed portions. These special advertising editions are becoming quite a source of revenue for the country publishers and certainly a peerless advertising opportunity for enterprising merchants.

———o———

H. Mahraun, that competent ad man on the Muscatine (Iowa) *Journal*, sends us another of his ads, together with the following explanation:

"Dear Sir—By separate wrapper I send today's issue of the *Journal* and wish to call your attention to the seven-column ad of the Boston Store. Although I do not claim the layout to be original, I think the ad looks very fair. Old age and scarcity of material prevented me from doing any better. Very truly yours, H. MAHRAUN."

Mr. Mahraun's ad is a pretty fair specimen of metropolitan work, neatly designed, well displayed and details carefully treated. All of the head lines within the various panels should have been centered, and the whole thing is just a trifle crowded, although just how this might have been overcome is difficult to say. And, while anything like this is not usually the fault of the compositor, yet we feel moved to state that such a border as that which encircles this design is too spotted, too indefinite, too indistinct to give a clear finished aspect to so large and compact a typographical specimen as this. For ad work we prefer neat, square, clear-cut borders, only medium dark.

———o———

Just a few lines of "Errata" now, and then this tardy installment goes whizzing over the Rocky Range to the main office at Chicago, no doubt too late for the December edition. The blooming engraver got things somewhat mixed up in our October department, showing the same specimen twice as exhibits Nos. 8 and 9, proving conclusively that he is quite blind to "details" in typography, so couldn't see the difference in the two originals. No harm done, though, as we daresay, H. Ray Haughton, in whose review the blunder occurred, probably remembered his own design.

PRESIDENT OF WEST VIRGINIA ASSOCIATION.

Mr. Hess has the distinction of being the youngest president, so far as reported, at least, of a State Press Association. He was elected at the recent convention of his association. He was born in Mannington, West Va., June 6, 1875, and graduated at the graded public schools of that city at the age of fourteen years, when he entered the office of the paper of which the *Enterprise*, that he now owns and edits, is the successor. After learning his trade as printer, he went to Pittsburg, Pa., and worked two years, saving sufficient money with what he earned vacations and after school and study hours, to attend the West Virginia Conference Seminary—now the Wesleyan University of West Virginia—and the Dickerson College at Carlisle, Pa. In 1898, he returned to Mannington and started

J. BRUCE HESS,
President of the West Virginia Press Association.

a job printery and one year later bought *The Enterprise*. He joined the State Editorial Association in 1900 and in 1901 was elected its secretary. In his brief career, he has seen his city grow from six or seven hundred to a population of over five thousand and has kept his business and paper fully up with this remarkable growth of his town. His life has been one of hard work and saving. He has hoed his own row and helped to support his widowed mother since he was fourteen years of age. His career shows what can be accomplished by untiring industry, perseverance and thoughtful economy, when one is blessed with good health, and husbands his energies by change from work to study and from study to work. He has rightly won his spurs and deserves the honor of being the youngest Editorial Association President in the United States.

NOTES AND POINTS.

"Promotion" has become a profession in this country, often useful in the putting on foot and financeering great enterprises, if not always honorable. The fact is that the accomplishments have been so great and the money craze has become so general, that what the promoter will not undertake is beyond the dream or imagination of mon. The strange thing is, too, that a scheme can scarcely be so visionary, if it is only sufficiently stupendous with promises of great gains, but that, in the hands of skillful manipulators, it can be capitalized for millions. The plan frequently is to parallel the new undertaking with some known success and then point the possibilities and appeal to cupidity. It matters not that for every success bringing millions of gains, there have been ten schemes or inventions causing the losses of ten times as many millions—if the new enterprise is confidently and boldly pushed, man's boundless greed and credulity opens the way to success.

"The Promoters" is the title of a new book from the press of Rand, McNally & Company, publishers, portraying in a graphic manner the delusions and the methods of two promoters, from the conception of their visionary scheme and the manipulation of the members of a Nebraska legislature in attempts to secure a charter, to the obtaining options and financing the scheme, which was no less than that of changing the position of the earth by bombarding the heavens and bringing the North pole to the center of Russia.

The first basis for flouting the stock was to be contracts from the farmers of Nebraska for one half of the increase in all products coming from the increase of the moisture in the state. Many compliments are paid—backed by exact statistics—to the productiveness of Nebraska and to the character of its people. A hit is made at New Jersey as a place for trusts, when one of the promoters thanks heaven that "there is one state in the Union yet where almost anything can be incorporated, on almost any basis that anybody pleases." A blow is given to the ever willing modern underwriter of stocks and bonds, when he says, "The underwriter will not give a rush as to whether we can add a drop of moisture or not, all he cares for is to make sure that the block of stuff he stands behind will sell and that he can get his rake-off for services as sponsor!"

Incidentally, the methods of the promoters of the schemes and of "mergers" are portrayed and in the final failure of the undertaking, lessons are enforced as to the growing sentiment for conducting business according to the principles of the golden rule. The wiley, dishonest and heartless methods of promoters and brokers are illustrated and while their rough, profane language is much in evidence to the running of the text, the book is vastly entertaining and instructive and ought to be helpful in its exposure of the unconscionable scheming of promoters and brokers and also in teaching men to understand that all real gain in this world must have a reasonable basis in honest industry and useful production.

* * *

The Illustrated *Record* of Cannon City, Colorado, of November 27th, reaches us just as the last form of the NATIONAL PRINTER-JOURNALIST for December is being put in type. No other part of the world affords better opportunity for the presenting the views of scenery, both grand and picturesque, than Colorado, and the people have builded well as to homes, factories, schools, churches, business blocks and all public edifices. This issue of the *Record* shows wonderful growth since the editor of this paper visited Canon City in 1887 and is an honor to the publisher, to the beautiful city and to the wonderful scenic Centennial State.

* * *

L. S. Scott, who was connected with the NATIONAL PRINTER-JOURNALIST in its early days and afterwards made a signal success in the newspaper and printing business at Crowley,

THE BIG SISTER.

Mezzograph Plate—A new process now being operated by Barnes-Crosby Co. Specially adapted to landscape, portrait and art subjects. Printing qualities same as halftones.

Louisiana, and afterwards moved to San Bernardino, Calif., has sold his paper at the last named place, *The Times Index,* in order to be able to devote his full energies to his Crowley, La., enterprises, among which is *The Signal.* W. S. Conger, formerly advertising manager of *The Herald,* Grand Rapids, Mich., bought, through the Charles M. Palmer agency, a controlling interest in the San Bernardino *Times-Index* and will take charge. The sale was made November 6.

* * *

Barnhart Brothers & Spindler have organized and established a new type foundry at Dallas, Texas. The new company is incorporated as The Barnhart Type Foundry Co., of which M. W. Barnhart is president and R. C. Dyer is manager. The new foundry is located at 258 Commerce street, Dallas, in the building formerly occupied by the Scarff & Occomer Company. Its establishment tells of the great development of the mighty Empire State of the Southwest. It is equipped to meet all the present and growing demands and besides handling all the Barnhart Bros. & Spindler types and manufacture, will carry all machinery and supplies needed by printers, cylinder presses, job presses, electric welded chases, wood goods, etc.

* * *

"Little Rhymes for Little Readers" and "Songs of the Open" are two very attractive books for children published by Rand, McNally & Co., Chicago and New York. We show a page from each in this issue of the NATIONAL PRINTER-JOURNALIST. These pages are not only appropriate for this Christmas month but give a pretty good idea of the books' illustrations, rhymes and songs for the little folk. It is wonderful how richly and artistically the numerous books for children are gotton up. There is a great improvement over those of a few years ago and they must have a highly educative influence in refining and improving the artistic tastes of the boys and girls who are so fortunate as to receive them.

* * *

The new mezograph screen halftone, a speciman of which is shown for the first time in this country on this page of this issue, in the pleasing illustration, "The Big Sister," will be found especially adapted to art, portrait and landscape subjects. These plates are made by the Barnes-Crosby Co., who hold the copyright. The plates can be made of varying degrees of fineness, fitting them for use on different grades of paper.

* * *

The Old Roman Condensed, shown in this month's number, by Barnhart Brothers & Spindler, will be found to be a most useful series of type. It is strong, clear, substantial and durable and has been pronounced as beautiful, in body, display or capitals, as any type ever made.

* * *

Curtis Guild, Jr., Governor-elect of Massachusetts, has been engaged in newspaper work for a quarter of a century and is now proprietor of the Boston *Commercial Bulletin,* which was long published by his father. He was born in Boston in 1860, and was graduated from Harvard with the class of 1881.

BUSINESS NOTES

This Department is conducted for the benefit of advertisers, and expresses their claims and views

The F. Wesel Manufacturing Company has opened a new salesroom in New York City. The address is No. 10 Spruce street, which is just off Park Row, near the bridge entrance. This room was formerly occupied by the offices of Geo. P. Rowell & Co., publishers of *Printers' Ink*. It is directly opposite the site of the Wesel Company's old location at 11 Spruce street, which they occupied during 1883-96, and which is now the home of the New York *Daily Press*.

This new salesroom is now the headquarters of the company's New York City salesmen. A full stock of Wesel supplies of the allied trades will be carried at all times, and the complete facilities at the Wesel factory on Cranberry street, Brooklyn, just across the bridge, will be maintained as heretofore.

Mr. J. X. Brands is local manager for the New York City branch. He is a man who thoroughly knows the conditions existing in the printing and plate making trades, as he devoted ten of the early years of his life to the daily newspaper business. He entered the supply business in 1882 by identifying himself with the Chicago Newspaper Union, remaining with that concern until the organization of the American Type

J. X. BRANDS.
Sales Manager for the Manhattan Store of the F. Wesel Mfg. Co.

Founders Co., in 1892, and in 1895 he took charge of their Portland, Ore., branch. In 1904 he came to the F. Wesel Manufacturing Company, and it goes without saying that the interests of their customers in New York City and vicinity are in good hands.

* * *

The Champion Coated Paper Company, of Hamilton, Ohio, has commenced the publication of a house organ, under the attractive name of *Pure White*. It promises to be right up to date on all the good new things in the illustrating, engraving and printing lines. It will tell how to obtain *good paper* and *why good paper* is essential. A department devoted to helpful advertising suggestions will be a special feature. Bright sayings, clever illustrations, short stories and interesting verse will appear in each issue.

The size of the journal will be 11x14 inches. It will be printed in colors and profusely illustrated with the best engravings obtainable. As a specimen of unique and attractive typography it will rank with any publication in the country.

* * *

"New Ideas in Modern Printing Office Furniture" is the title of a handsome twelve-page illustrative circular by the Hamilton Manufacturing Company, Two Rivers, Wis., and Rahway, N. J.

It is filled with valuable ideas and the table of "Extra Discount to Printers," occupying the lower half of the first page, will prove of especial interest.

The Hamilton Manufacturing Company has always kept right up to date with their manufactures. There is never a new want, arising from new machinery or new conditions, that is not anticipated and supplied. New ideas and new time-saving, labor-saving, space-saving or money-saving devices always find a welcome and consideration in the Hamilton factory. It is wonderful how wisely and thoroughly the useful fields of Modern Printing Office Furniture is covered. The ideas are worked out and perfected in the factory, frequently from suggestions as to wants or conveniences coming up from practical, successful, up-to-date printers with whom this company is in touch all over the world of printerdom. The Hamilton goods have stood the test as to usefulness, quality and durability, and they are carried in stock by all first-class dealers. A study of this comprehensive circular will give the printer a pretty full view of the manufactures, their convenience and value, as well as the substantial methods used in making, and of the great factory at Two Rivers.

* * *

We are pleased to call attention to a new publication by Barnhart Brothers & Spindelar that will be of great interest and value to the printer. This Type Foundry has a way, in their publications, not only of showing their many popular type designs, or faces, but of displaying the way to use these most effectively. This last publication, a paper-covered color book of eighty large pages, showing some forty complete series of their latest type designs, in a manner intended to give the buyer an opportunity to judge of the beauty and fitness of their product. The display exhibits the faces as in actual use, with rule, border, tint and color. The composition covers many job and advertisement forms, each in an appropriate face. There is none that does not offer something adaptable to every-day work, or that cannot be readily duplicated by the average office if demanded by a customer. To the job printer and the ad man the work is suggestive and valuable.

Of course it is expected that the book will be used and preserved as a specimen book of the desirable and up-to-date type faces this firm of typefounders presents. Every purpose for which printing is used will find therein an appropriate letter, artistic in design, and of the utmost durability as to material and exactness as to manufacture. A request from any purchasing printer will bring a copy by mail.

* * *

"The Graphic Arts and Crafts Year Book" is the title of a new work in course of preparation by the Republican Publishing Company, of Hamilton, Ohio. The standard set by this company in all work is a sure guarantee of a work of value, both in text, illustration and perfect execution. It will contain two hundred 8x10-inch pages, bound in cloth covers.

This work is to be issued annually, and will contain examples of the finest color and black and white work of the allied

industries, with specially written articles by experts. It will be a work of art, a book of reference, and a true reflex of the high standard of present day achievements. Many experiments and practical ideas in color work and printing upon various grades of stocks, with the same and different screens of half-tone cuts, will be shown, so that instant comparison can be made of four different treatments of cuts, or different grades of stocks with the same cuts, and all viewed at the same time.

The *Reporter*, of Oregon, Ill., has been sold, through the Chicago office of C. M. Palmer, of New York, to F. R. Robinson, formerly of Chicago, and A. B. Connitt, a Milwaukee job printer. It is understood that Frank J. Schattzle, the late owner, will enter business in the West.

* * *

An advertisement should be like a chicken, which can be stripped of its plumage then present desirable meat.

Monotype Keyboard Room of J. Stearns Cushing, the Norwood Press, Norwood, Mass.

Monotype Casting-Machine Room of J. Stearns Cushing, the Norwood Press, Norwood, Mass.

Color schemes and combinations of colors of type and illustrative features will be shown, so that selections may be made to insure harmony of every detail.

The Graphic Arts and Crafts will be a text-book of typographic standards.

It is claimed that a new photo-mechanical process for color printing has been invented and will be fully described and illustrated for the first time in the "Graphic Arts and Crafts Year Book." It is given as the opinion of an expert that this new method will revolutionize color printing. Patents are pending in the United States and all foreign countries.

CLEVELAND, O., Nov. 9, 1905.

The NATIONAL PRINTER-JOURNALIST, Chicago, Ill.

Gentlemen—we sold 270 Gordon presses in September, 303 in October, and already have our November output sold, and we hope the NATIONAL PRINTER-JOURNALIST had a part in making such unprecedented sales. We thank you for the service you have rendered and the uniformly good advertising you have prepared for us.

With every kind wish for your continued success, we remain, yours truly, THE CHANDLER & PRICE COMPANY,

Per R. J. FRACKELTON, Treasurer.

PRINTERS HOLD YOUR BUSINESS

Do not lose a good home customer who wishes his catalogue to equal the Best. Don't worry about the Cover Design.

TAKE HIS ORDER

If you can print the inside we can furnish you the Cover Design and plates or the Covers printed ready for Binding - Prompt service for a practical price. Write us at once for full particulars.

DEXTER AND TUTTLE
INCORPORATED
WRITERS - DESIGNERS - PRINTERS
134 MONROE STREET
CHICAGO

The term DOUBLETONE is not generally applicable to
Inks whose sole similarity to the products of the
Sigmund Ullman Co.
Consists in a misleading play on words and names.

The name DOUBLETONE is our
Registered Trade-Mark, and
Refers to our Inks only.

For the greater protection of our customers,
Our Latest Products, made possible only by a
Further extension of the DOUBLETONE process,
Are known as ULLMANINES.

Specimen books and literature on application.

Sigmund Ullman Company
New York
Chicago

BLOMGREN BROS. & CO.

ENGRAVING ELECTROTYPING

We solicit at the door of the printer and manufacturer—the busy man—who desires to place his orders with a house capable of giving him intelligent service—where his instructions will be understood and his work correctly and promptly executed.

76-82 SHERMAN ST., CHICAGO

THE NEW FAST
OVERLAND LIMITED
ELECTRIC LIGHTED DAILY TRAIN
TO
CALIFORNIA

New Equipment

THE new Pullman drawing room and private compartment sleeping cars between Chicago, San Francisco and Portland on the Overland Limited via the Chicago, Union Pacific & North-Western Line are especially adapted to the needs of the transcontinental journey.

Each car provides standard sections, private compartments and drawing room, (compartment and drawing room singly or en suite). The toilet conveniences are especially ample, the interior decorations are rich and pleasing, the brilliant electric lighting includes individual reading lamps of the most modern design in each berth, compartment and drawing room.

The Best of Everything

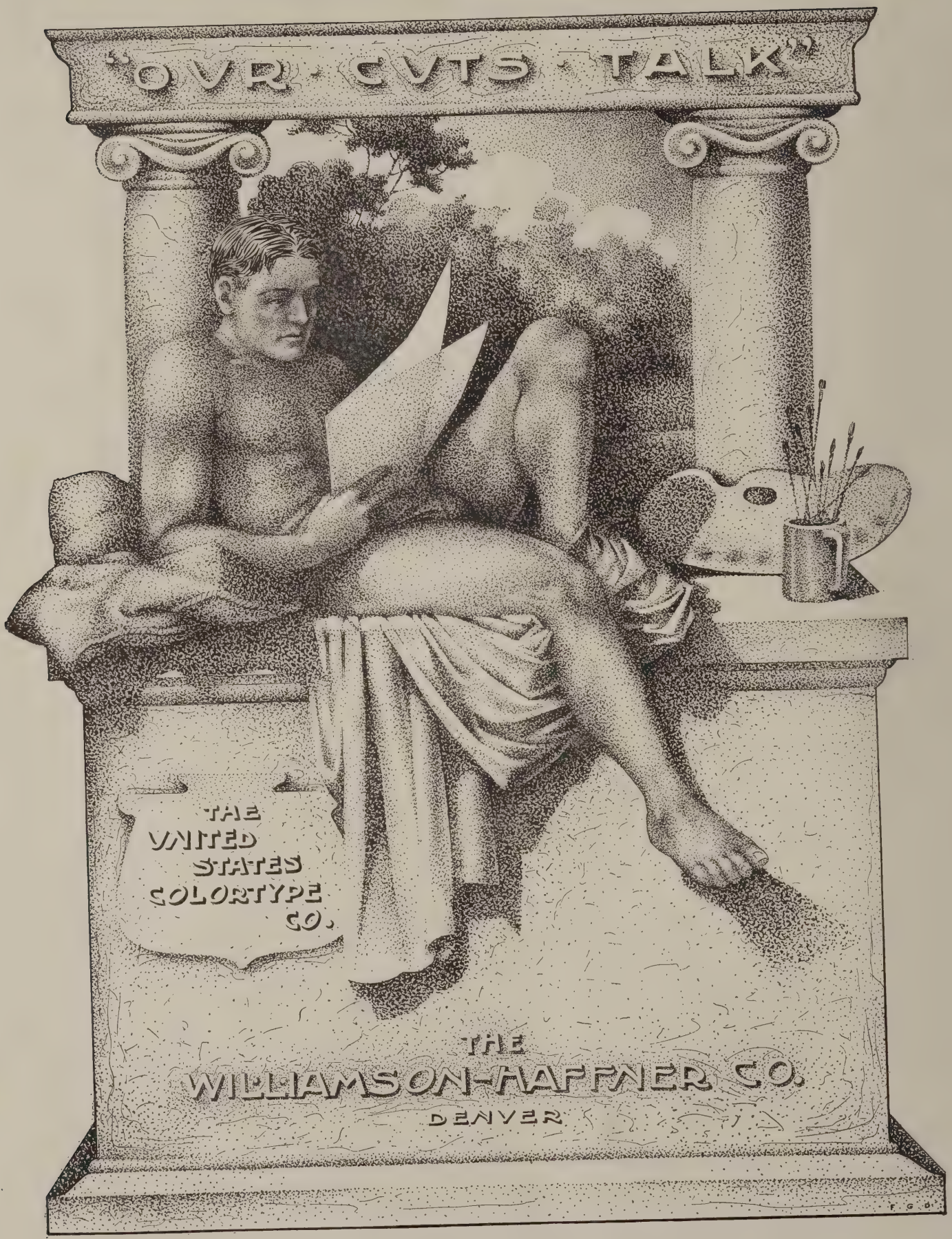
THE NORTH-WESTERN LINE
UNION PACIFIC
THE OVERLAND ROUTE

These Sleeping Cars, a splendid dining car service and composite observation cars, with buffet-smoking room, Book-lovers library and handsome observation parlor complete the equipment of the most luxurious train in the world, leaving Chicago 8.00 pm daily, over the only double track railway between Chicago and the Missouri River. Less than three days to the Coast.

All Agents sell tickets via the Chicago, Union Pacific & Northwestern Line. Send four cents in stamps for descriptive booklets.

W. B. KNISKERN, Passenger Traffic Manager,
Chicago & North-Western Ry.,
Chicago, Ill.

O. L. 184


"OUR CUTS TALK"
THE UNITED STATES COLORTYPE CO.
THE WILLIAMSON-HAFFNER CO.
DENVER

Wants and For Sale.

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office no later than the 20th of the month preceding date of publication. Cash must accompany order.

FOR SALE—PRINTING MATERIAL

ELECTRO COPPER-FACED TYPE. Empire Type Foundry, Delevan, N. Y.

FOR SALE—Two Revolution, back delivery press made by C. Potter, Jr., & Co.; four form rollers; measurements of bed between bearers, 54x40; will take form 38x52; rack and screw vibrator; table distribution; three tracks; overhead steam fixtures; eight roller stocks and four angle rollers; in good condition; a bargain, if taken by October 1st. Address "R. P.," care of NATIONAL PRINTER-JOURNALIST.

MISCELLANEOUS

A MONEY-MAKING SYSTEM FOR THE EMPLOYING PRINTER. A handy little volume describing a simple, economical, yet practical and comprehensive system for ascertaining the cost of printing. This system has been tried and is adaptable to large and small printing and manufacturing plants alike. Illustrates full blanks for all departments along with bookkeeping system for business office; 125 pages, 4½x7 inches, cloth, $1.00. NATIONAL PRINTER-JOURNALIST, Station X, Chicago, Ill.

THE VAN BIBBER ROLLER CO., Sixth and Vine Sts., Cincinnati, will give you *the best rollers* that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in presswork than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

ANYBODY CAN MAKE CUTS with my simple transferring and etching process. Nice cuts, from prints, drawings or photos, are easily and quickly made by the unskilled on common sheet zinc. Price of process, $1. All material costs at any drug store about 75 cents. Circulars and specimens for stamp. THOS. DAY, Box P, Windfall, Ind. My Simplex Mailer only $2.50, send for circular.

A COLD SIMPLEX STEREOTYPING OUTFIT, $17.00 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

WANTED—Thoroughly reliable, energetic and experienced salesman, familiar with high grade engraving and printing business, to solicit catalog work. One who can command a good salary and secure results. GRAND RAPIDS ENGRAVING CO., Grand Rapids, Mich.

DO YOU WISH TO SELL OR BUY a publishing or printing business? Frank H. Knox, Albany, N. Y.

FOR SALE—The only paper published in a town of 500, in Washington state, fine climate. Land publications bring big money. In close access to two large reservations to be opened soon. $600 will buy. Address G. W. Bison, Springdale, Wash.

OHIO VALLEY DAILY

without competition in small city of great promise at $7000.00. Business has grown steadily for six years and now approximates $8000.00 yearly. No job department. Excellent opening for anyone wishing small, solid, quiet daily newspaper property. Proposition #106.

C. M. PALMER
NEWSPAPER BROKER
277 BROADWAY, NEW YORK
115 DEARBORN ST., CHICAGO

Three Color Process Inks

NEXT to the plates, proper ink is the most important factor of three-color printing. Not only must the shade of the ink be right, but the working qualities must be such as to insure perfect results. ¶ Our Three Color Process Inks have both; in fact, with the years of experience, and the large amount of money which we have spent in experimenting, we have attained an enviable degree of perfection. ¶ Our Process Inks come nearer the "ideal" colors, and come nearer to producing the "ideal" effects, than any other inks on the market. ¶ Authorities on the Three-Color Process use and recommend our Process Inks. The reason is obvious. ¶ We have prepared a little leaflet showing the various shades of Three Color Process Inks which we manufacture, and we will gladly send one upon request.

CHAS. HELLMUTH *Manufacturing Agent for* **Kast & Ehinger**

Printing, Lithographic and Bookbinders' Inks, Varnishes, Plate Oils and Compounds, Bronze Powders and Dry Colors

New York Office: 46-48 E. Huron St. *Chicago Office: 355, 59 S. Clark St.*

"PERFECTION" WIRE STITCHING MACHINES

ARE UNIFORMLY SATISFACTORY

MANUFACTURED BY

THE J. L. MORRISON CO.,

143 WORTH ST., NEW YORK

Toronto, Canada London, England Leipzig, Germany

Law of Newspaper Libel

Common-law principles only discussed.

Good in any State.

By D. M. BUTLER
Editor Nebraska *Legal News.*

Send for a copy—25 cents—to LEGAL NEWS, Lincoln, Neb.

Printer's Account Book

A TIME AND MONEY SAVER

200-page book, 1,000 jobs, $3.50; 400-page book, 2,000 jobs, $5
The book measures 11¾ by 15¾ inches

NATIONAL PRINTER-JOURNALIST : CHICAGO, ILL.

BERLIN INKS

VARNISHES AND DRY COLORS BERLIN, N. J.

"The Ink that makes printing look better"

FINE JOB, BOOK AND NEWS INKS PHILADELPHIA

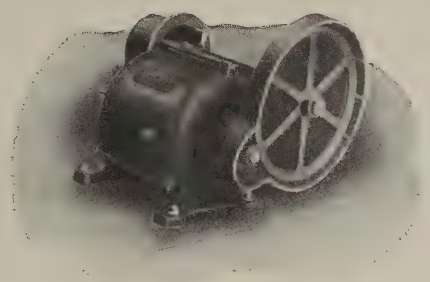
Every printer has heard of them —most printers are using them; *the Best Inks* made in the land to-day. They sell on merit and they always stay on merit

BERLIN INK & COLOR CO.

MANUFACTURERS OF
Printing and Litho Inks, Dry Colors and Varnishes
Eleventh and Hamilton Streets, Philadelphia
BRANCHES: NEW YORK, DETROIT AND CHICAGO

R. H. DIPPY PHILADELPHIA

LINOTYPE MOTOR



½ H.-P. Capacity.

JUST THE THING FOR PRINT SHOPS

A Single-Phase Alternating Current Motor to run your Linotype Machine. Ratio of back gearing and dimensions of pulley especially designed for this service. Also larger sizes up to 40 Horse-power. Write for Bulletin No. 68.

WAGNER ELECTRIC MFG CO.
ST. LOUIS, U. S. A.

Own a Stereotype Outfit and Use It

¶ We are manufacturing the only stereotype outfit that will produce first-class work, that will not injure the type, that is sold at a reasonable price. It is called "The Ideal" and is built in three sizes: 8½ x 14, 12 x 20 and 20 x 26.

¶ Tell us what size you are interested in and we will tell you how you can obtain it without any expense to yourself, in fact, it will earn you a profit from the day it is installed.

¶ You should have the outfit and our up-to-date stock and advertising cut service. Address

Bucher Engraving Co.
Syndicate Department
Columbus, Ohio

It Will Pay You

To compare our new back-geared
BUNDLING PRESS
with any other make, and, if not found superior in operation, durability, convenience and effectiveness, do not buy it. We send them on trial.

C. F. ANDERSON & CO.
394-396-398 So. Clark Street - - Chicago, Ill.

THE PENNSYLVANIA SPECIAL

The Pioneer 18 hour train, Chicago to New York, runs every day over the Pennsylvania-New York Short Line.

Leaving Chicago - -	2:45 P. M.
Arrives New York - -	9:45 Next Morning
Returning	
Leaves New York - -	3:55 P. M.
Arrives Chicago - -	8:55 P. M.

Electric lighted compartment observation and standard sleepers Chicago to New York. Four o'clock tea served each day without charge. Greatly improved service on the other trains. Eight trains daily Chicago to New York.

For full information address
C. L. KIMBALL, Ass't Gen'l Passenger Agen
2 Sherman Street, - CHICAGO

Buy This Book
The Practical Printer

By Henry G. Bishop

Contains instructive information on all the various parts of the printing business, with diagrams of imposition and useful tables. "A book of instruction for beginners, a book of reference for the more advanced." 4th edition. 200 pages. Cloth, $1.00

National Printer - Journalist
Station X - - CHICAGO

THE BLACK-CLAWSON CO.

HAMILTON, OHIO

BUILDERS OF

PERFORATORS

INK MILLS

SATURATING AND DRYING MACHINERY

PLATING MACHINES

CALENDERS

FOOT POWER PERFORATOR

SPECIAL MACHINERY

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WRITE FOR PARTICULARS AND PRICES

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that pictures made on CROWN ENGRAVING PLATES are exactly suited to newspaper illustrating.

No blurred, imperfect or indistinct lines, no tedious or troublesome chemical processes, no time wasted, but the best, the quickest the cheapest, the only thoroughly satisfactory method of making cuts.

Used by the largest daily papers, used by weeklies; used in every state and territory; used in every country on the globe. Correspondence with artists solicited.

For prices and detailed information, address

HOKE ENGRAVING PLATE CO.

Patentees and Sole Manufacturers

ST. LOUIS, MO.

111 Fleet Street, E. C., London, England

Complete Printing Outfits

New Challenge and Chandler & Price Gordons, Prouty and Universal Presses, Lever and Power Paper Cutters

Tubbs Mfg. Co.'s Wood Goods

Complete Job and Newspaper Outfits supplied, including Challenge Diamond Cylinders

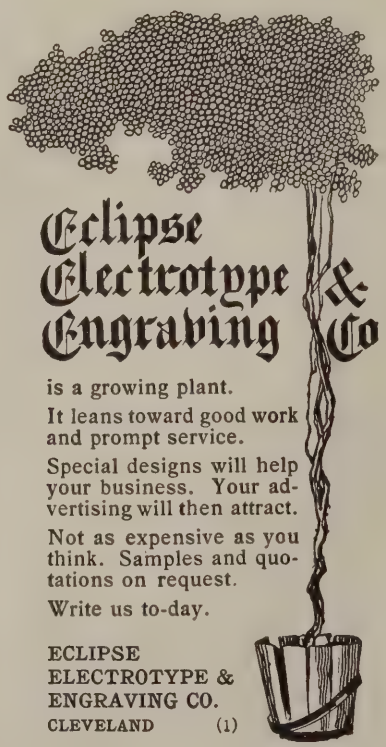
INLAND, KEYSTONE AND FARMER

TYPE

At Manufacturers' Discounts and Terms

A. F. WANNER & CO.

Salesrooms: 298 Dearborn St., Chicago



Eclipse Electrotype & Engraving Co

is a growing plant.

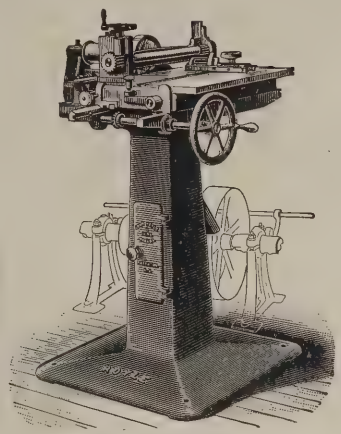
It leans toward good work and prompt service.

Special designs will help your business. Your advertising will then attract.

Not as expensive as you think. Samples and quotations on request.

Write us to-day.

ECLIPSE ELECTROTYPE & ENGRAVING CO.
CLEVELAND (1)



Success in Photo-Engraving

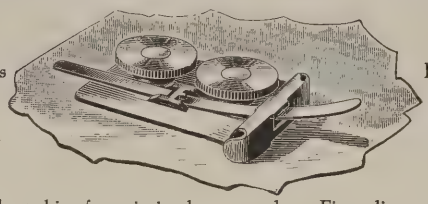
From the artistic as well as remunerative viewpoint, is assured by the use of Royle Bevelers. An investment in a Royle machine always pays.

JOHN ROYLE & SONS
Paterson, New Jersey
U. S. A.

Why waste time glueing on gauges and waiting for them to dry when you can quickly attach and get absolute hold with

MEGILL'S DOUBLE-GRIP GAUGE

Lengthens Life of Tympan



Indorsed by Leading Printers

The best thing for printing heavy cards. Fine adjustments. Do your sheets stick to the form? Try Megill's Improved Gripper Fingers. Do you find it difficult to register color-work? Write about Megill's Automatic Register Gauge.

E. L. MEGILL, Mfr., 60 Duane St., NEW YORK

KNIFE-GRINDERS

FOUR STYLES MADE IN SIXTEEN SIZES FROM 20 TO 90 INCHES LONG. WARRANTED FOR WET OR DRY GRINDING. :::: WHEN ASKING FOR QUOTATIONS SEND US LENGTH OF KNIFE (NOT WIDTH OF YOUR CUTTER) COMPLETE BINDERY OUTFITS

The BLACKHALL MANUFACTURING COMPANY ::: 17 Lock Street, Buffalo, N. Y.

ST. LOUIS PHOTO ENGRAVING CO.
DESIGNERS AND PROCESS ENGRAVERS
HALF-TONE AND ZINC ETCHING
N.E. COR. 4TH & PINE STS.
SEND FOR SAMPLES.
ST. LOUIS, MO

PHOTO-ENGRAVERS
SHOULD USE
GLOSSOID BRANDS
OF POLISHED ZINC AND COPPER PLATES
STAR ENGRAVERS SUPPLY CO.
81 and 83 FULTON STREET
Telephone 139 John NEW YORK CITY

C. I. JOHNSON MFG. CO.
New and Rebuilt Printers' Machinery, Type and Supplies
48-50 E. THIRD ST., ST. PAUL, MINN.
Ask to be put on our Mailing List.

Inkoleum is a pure colorless liquid and does not affect working properties of inks like paste compounds introducing foreign matter, wax, tallow, etc., which lessens strength of color. **Inkoleum** spreads pigment evenly and gives best results. Try it and note the difference.

Ink Reducer and Dryer

INKOLEUM

THE OLDEST AND STILL THE BEST
PRICE 50 CENTS. NO SAMPLES.

Use Inks of heavy body and reduce with **Inkoleum** as paper requires. Thin inks are reduced with varnish and color weakened. **Inkoleum** will start your presses cold mornings without washup. The only reducer **sold by supply houses** everywhere. That tell's the story.

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H. D. Roosen Co.

263 Water Street

CITY OF NEW YORK

Borough of Brooklyn

HEADQUARTERS

FOR

THE BEST

Half-Tone, Cut and Book

INKS

THE NAME

H. D. ROOSEN COMPANY

ON

AN INK CAN

CORRESPONDS TO THE "STERLING" MARK ON SILVER.

National Printer-Journalist Directory

of Reliable Houses in Ink, Paper, Type, Printing Machinery and Supplies, and Related Lines

RATE: One line one year, $3.00; each additional line, $2.00; twenty-five cents a line single insertion

Bookbinders' Leather and Cloth.

GARNAR, THOMAS & Co., Manufacturers, 181 William St. and 22 Spruce St., New York.

Chalk Engravtng Plates.

HOKE ENGRAVING PLATE Co., 304 North Third St., St. Louis, Mo.

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